



BUSINESS HUB

PRESENTS



NATIONAL CASE STUDY
CHALLENGE 2021

RULES AND REGULATIONS

1. Mention your team-name, team members name, college/organisation name, e-mail address in your first slide
2. The file name should be team name_NCSC2021
3. The assumptions if any should be called out clearly.
4. The business case solution should be submitted as a slide deck with a maximum of 35 slides excluding the cover slides.
5. The file has to be submitted in the submission section of dare2compete platform on or before 30th June 2021, 11:59 PM IST by any one of your team members.
6. The solution submitted must represent the team's own words, ideas and work. Any references should be stated on a separate slide.
7. Only the submissions made before the deadline will be considered.
8. There is no predefined format in which the case has to be attempted. The participants may use their discretion in this matter.
9. At each step, the projects will be evaluated out of 100, based on their creativity, innovation, the feasibility of the solution, scalability, and the quality of insights.
10. Equal weightage will be given to each criterion mentioned above.
11. Please bear in mind the relevance of the project regarding the division and market's needs, the team spirit, and the general appearance of the presentation.

For any other queries feel free to write in to
businesshublimited@gmail.com

ABC STORE

ABC store

In synergy with nature!

For Indian skin and hair!

COMPANY OVERVIEW

ABC STORE

ABC is a sustainable Indian skincare brand, which makes skincare and haircare products with natural ingredients, without any harsh chemicals, additives, synthetic oils, or perfumes and this is what the brand **ABC** stands for. Their products are non-toxic, not tested on animals, and unadulterated without the use of parabens, sulfates, silicones, synthetic fragrances, and other harmful chemicals. ABC differentiates itself from the skincare products in the market by producing chemical-free products. The brand is also personalized and customized for Indian skin and hair.

ABC in order to work in synergy with the environment towards a sustainable future was founded and launched its skincare products in the year 2019. The store is operating in both online and offline modes. Sustainability and social responsibility are considered to be the important values of the company. Each aspect of the product life cycle has been evaluated starting from picking the fresh natural raw materials to package & shipment. With growing social conscience among the customers, ABC is on a mission to make something that consumers would love to use but also feel good about using, thereby giving back to society in some or other way. All the products produced are either bio-degradable or reusable.



PRODUCT CATALOGUE

SKIN CARE

a new, fuss-free,
natural formula



1. Cleansers
2. Toners
3. Serum
4. Hydrating gels
5. Moisturizer
6. Face mists
7. Sunscreen
8. Masks
9. Lip balms
10. Eye creams

HAIR CARE & BODY CARE





HAIR CARE

1. Shampoos
 2. Conditioners
 3. Hair oil
 4. Hair mask
 5. Hair serum
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BODY CARE

1. Soaps
2. Body wash
3. Moisturizers
4. Body butter
5. Body massage oil

case

What do we need from you?

Build innovative strategies on marketing and branding aspects for the ABC store, without altering their vision and values.

As the marketing executive of the company, your team is expected to prepare a road map for the next one year which would include market research, competitor analysis, SWOT analysis, STP. You have to come up with the marketing strategy for the next one year. The execution plan should be feasible and scalable considering the current pandemic situation.

In the next part, you're expected to come up with the brand expression and brand strategy for the same. In general, "rebranding" is what we expect from you! Brand expression part must include visual expression: containing visual identities such as color, logo, typography, etc; Verbal expression: Tagline, purpose, core message, etc, and character of the brand i.e the brand personality and the brand voice. Brand strategy part must include Internal branding: purpose, vision, mission, values, and positioning strategy. Along with this, you can curate a personality for the brand considering its characteristics. The strategies curated are expected to boost brand awareness and activate brand loyalty.

Keep in mind that the solution presented must be in line with the following aspects:

1. Its Unique value proposition
2. Values the company holds along with the unfair advantage.
3. Customer segments
4. Change in consumer behavior.

NOTE: Feel free to take necessary assumptions and call them out clearly in your submissions.