

Title: No Pain No Gain: A Case of Tasty Ice Cream

Case Reference No.: 310-204-1

Authors: Chugan, P. (Nirma University); Parashar, S. (Nirma University); Joshi, N. (National Institute Of Co-Operative Management - NICM); Panchasara, B. (RK College of Business Management)

Published in: 2010

Length: 4 pages

Data Source: Field research

Abstract:

The case is about a visionary entrepreneur who diversified his dairy business into related product category ie, the ice-cream known as 'Tasty Ice Cream' and entered into the nascent market of Ahmedabad city. The concept of ice-cream was very innovative at that time and there was only one existing National player. The business was taken over by second and the third generation entrepreneur in 1994 and soon they added more flavours to their product line. However, in spite of growing market demand and more number of competitors entering into the market the, Tasty Ice cream took no initiative to expand its outlets within the city and was satisfied by the repeat business from the existing customer base just to sustain business. Students may discuss and analyse the required entrepreneurial abilities not only to sustain an existing business but also its expansion and diversification with suitable marketing mix, entrepreneurial abilities and additional efforts.

Topics:

Ice cream; Franchisee; Ahmedabad; Gujarat; Branding; Sustainability; Entry barriers; Competition; Patronize; Outlets; Vendors; Capacity; Ice cream parlors; Marketing mix

Settings:

Ahmedabad (India), Ice cream; retail marketing, Small, 18-20 December 2008

Teaching note Reference No.: 310-204-8