

Modigold Pipes Pvt Ltd

Nagpur



Case Synopsis

Modigold had the first mover advantage of introducing products like garden pipes, water tanks and Suction hose in Central India. Over a period of time Plasto took over the major market share in Water tanks and Modigold was left to fend for itself in garden pipes and suction pipes market. With competition brewing in the market, Modigold is now constrained with depleting market shares and wants to relook at the market with a fresh marketing strategy for distribution and rejuvenated marketpositioning.

Key Deliverables (This case is live as on 1st April, 2015)

1. Market share analysis
2. Cluster Analysis
3. Market Niche
4. The Positioning Statement

Footprint

Nagpur, Chandrapur, Gondia, Bhandara, Gadchiroli, Amravati, Akola, Buldana, Washim, Yevatmal, Wardha.

Hyderabad, AP and Telengana