

# Journal of Case Research

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Dear Readers,

Wish you a Happy New Year 2020!!

We are happy to bring out the December 2019 issue of the Journal of Case Research, Journal of Xavier University with the three teaching cases.

- **Launch of Bajaj-V: Why and How** by *Surjit Kumar Kar*
- **Emami Men's Fairness Cream: Creating a New Product Category** by *Archana Sharma., Tushar Pandey, Hari K Gupta, Mahim Sagar*
- **Geetanjali Stores** by *Shardul Shankar, Ranjit Singh*

The start of a New Year portents a new hope and new beginnings. Coincidentally, this issue has all the three cases emphasizing new beginnings. While two of these cases focus on new product launches, the third case looks at the interesting resurrection of a failing business.

It is at the cusp between one year going by and ringing in of the new year that one gets a mixed feeling of wanting to hold on to the past and anticipation of the new. The first case on Bajaj-V reflects this admixture in the brand through 'wanting to own a piece of history' and owning a newly minted 'solid bike'. The first month of the Year is also the time when India celebrates its Republic day- a month of patriotic fervour. Incidentally the case on Bajaj-V describes how patriotism has been used effectively in differentiating the brand. The case can be used in courses on Marketing, Branding and Marketing Communication to effectively build discussions around the intricate involvement of the client and advertising agency in the creation and positioning of the brand. The creation of the buzz much before the launch of the product underscores the power of customer anticipation that can lead to successful product launch.

Resonating with the new product launch theme of the first case, the second case goes a step further to describe the creation of a new product category. The case describes the launch of men's fairness cream. The description of the manner of identification of the latent need and its subsequent confirmation by way of market research ensures the reader is party to the process of the launch from the very beginning. The case can be used to provide an insight into how the mindset of consumers can be changed through promotion and effective salesforce strategy. The case can be used in courses in Marketing, Strategic Marketing, Branding, and Market research to debate on strategies to enter into uncharted territories and to be able to do it successfully.

The third store on Geetanjali Stores describes the entrepreneurial ventures of a family. It describes the setting up of a cosmetics store and its meteoric rise and subsequent fall due to ineffective customer service. While emphasizing the role of customer service in retail it serves to describe the challenges of running a family business where minor conflicts can lead to major downfall. It subtly underscores the importance of look and feel of the store in a brick and mortar retail format. In the increasing trend towards online retail, the case can be used to remind the readers of the subtle differences of a brick and mortar retail format from an online format. The case can be effectively used in courses on Marketing, Family Business Enterprises and Retail marketing.

Wishing you all Happy Reading!

With Warm Regards,

Prof. Mousumi Padhi

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