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A case study on marketing strategy of boAt

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CASE | TEACHING NOTES

Abstract

Research methodology

All aspects like finances, marketing strategy, competitors, etc. have been taken into account to provide the readers a complete and realistic image about the working, decisions and their outcomes for boAt. Secondary data has been used from blogs, company website and other sources in this study.

Case overview/synopsis

This case presents boAt's growth in the Indian market because of India's exponentially growing customer base in the tech and audio industry. This case brings to light all the factors considered and the business decisions to be made while growing in the market. The challenges faced by boAt after they entered the market and the company's business decisions to overcome these challenges are also discussed. This case provides an opportunity for students to understand the dynamics associated with expanding in a competitive market to maintain growth and maximize profits.

Complexity academic level

This case is suitable for undergraduate and postgraduate students and can be used for courses in strategy, marketing, entrepreneurship and business management.

Keywords

Marketing mix | Digital marketing | Competitive advantage | STP | Competition

Acknowledgements

Disclaimer. This case is intended to be used as the basis for class discussion rather than to illustrate either effective or ineffective handling of a management situation. The case was compiled from published sources.

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