

Q.8	<p>Case Study:</p> <p>An American Company Firefly wants to introduce and sell its new range of Antivirus software in India. In USA, they have an existing market and use a reasonably well known brand. Thus their customers offer goes to IT portals and pay online and download the software. However, since they are unknown in India. Firefly decides to go the traditional channels way. Preloaded software and licenses are made available in DVD format and in placed in attractive cardboard box. Firefly takes out advertisement in popular IT magazines for promoting their products. In these advertisements they also give the names and contact details of distributors they appoint in 20 large Indian cities. After initial sale to the channels, repeat sales didn't take off. When the company enquired, the channels start complaining of low customer awareness and purchase.</p> <p>Questions :</p> <p>a. What do you think in the problem?</p> <p>b. What should Firefly do to solve this problem and increase sales through channels?</p>	10 10	L4 L4	CO4 CO4
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