

"A man is  
great by  
deeds, not by  
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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## **Creating Products for Customers**

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Please contact the corresponding authors if you would like to access the full case

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## **Creating Products for Customers**

### ***Abstract***

This video case can be used in Market Research or Design Thinking course. The case introduces the problem situation faced by an entrepreneur designing new products. The case emphasizes the typical situation needing market research. The issue is very realistic as participants can quickly identify themselves in the problem situation. The video case is compelling when used inside a class with good audio-video facilities.

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