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Case Study

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Bella Vita Organic's Growth Strategy

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

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Abstract:

With the rise in sales, competition also intensified, Akash Anand , the CEO of Bella Vita organic faced a decision dilemma between maintaining a focus on niche products or expanding into a wider array of beauty and wellness products such as body wash, shampoo, fairness cream, moisturizer, and other popular items that were in high demand by consumers and being pursued by various national and international brands. On the other hand, the salon market has proven to be a profitable industry that the company is on the brink of exiting. Is it the right moment to re-enter that industry? The case deals with when considering expanding the product line or re-entering the salon business, it is crucial for Anand to analyze market demand, competitive landscape, and alignment with the brand's core values.



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