**ASAL VERSUS ID IDLI BATTER CASE-STUDY ASSIGNMENT 1**

**The two companies Asal and ID have been operating in Bangalore for the past 7 or 8 years by distributing their products Idli and Dosa batter and Ready to eat Chapatti etc. and would like to add similar products and open a standalone shop in Koramangala as a trial. They want to setup their own retail out lets in Bangalore as well as expand their product width and depth by adding new products for differentiation instead specializing in niche markets with fewer products. The firm wants to hire you as a consultant and devise suitable strategies. There are three aspects to this case – one creation of specialized retail outlets, competition between the two players – Asal and ID and lastly diversify in other cities with a wider range of products. What is your advice to the Go To market strategy? You can do SWOT analysis, PESTEL Analysis, Porter’s 5 forces analysis of industry competition, market structural characteristics, and develop suitable product and entry strategies for the companies. Prepare a report, with 10 pages regarding how both can attain their objectives and the resources needed to diversify first in Bangalore and later Chennai. such as: budget, timeline and people, product ranges and competitive strategy. You can use PPT, Word or any other tools. Focus on Content, Presentation, research, innovative ideas and creativity.**