

### **Case Study : Ready to Serve Cocktails**

This is a case on a concept-cum-product test for a ready to serve (RTS) cocktail. RTS cocktail is a completely new concept in India and the purpose of the research is twofold

- Should the RTS cocktail be launched ? While the client has norms for conventional drinks, there are no norms for such a new concept. There is a action standard provided, but in this case you are free to go beyond action standards and give your justification as to what the client should do and why
- If client were to launch, what advice would you give the client about the product improvements

Your output should be the following

- A. Introduction
  - a. Objective
  - b. Research Design – concept cum product test
- B. Summary of Key Findings
- C. Conclusions and Recommendation

### **Note on Tables**

I am sharing the questionnaire and analysis output of a shortened version of product test done.