Subject: Cases studies in global Marketing

Instructors: Prof. Dr Farzand Ali Jan

Class: Post-grade

Session: Mid-Term

Department of Business Administration

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Q 1. Illustrate the case study of Danish classic related to launch of a cream cheese in Saudi Arabia. Also discuss the scope of the same study in Pakistan.

Q 2. What key success factor ZARA has suggested in the study. What other factors you recommend. How the Spanish retailors goes to the top of the world fashion.

Q 3. Discuss any one case study related to consumer good / FMCG in Pakistan