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# *Pahaluan's: Need For a New Marketing Strategy*

# *Introduction*

As a legacy sweets and confectionery company from Jammu the case follows Pahalwan's struggles to adapt during the transformation of market dynamics. The brand established itself throughout its regional areas during many decades but presently encounters problems from shifting consumer trends along with expanding competition and requirements for business improvement.



# *Key Challenges*

Pahalwan's must decide how to maintain its heritage values when it operates in a modern marketplace that demands brand orientation. The company faces critical problems in its marketing methodology and digital absence and struggles with findings for its new audience base and unbranded packaging design on the market.

# *Marketing Strategy*

Repositioning the brand should focus on presenting quality along with hygiene and traditional elements through stories while performing branding updates.

# *Conclusion*

The Pahalwan's sweets company needs to transition from its traditional image into a contemporary brand appealing to contemporary consumers. A new marketing strategy combining branding initiatives with digital excellence together with innovation development will trigger the company's growth potential.

# Our Mission

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