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***Florida Milk Advisory Board – Real  
Florida Cheese And Runners Enters  
The Basketball Shoe Market***

# Introduction

This study investigates two separate business situations including Runners' market entry for basketball shoes along with the Florida Milk Advisory Board's Real Florida Cheese promotion campaign. Strategic marketing together with consumer engagement emerges as crucial elements while industry challenges become central issues for both cases.

# Consumption

As per its mandate the Florida Milk Advisory Board (FMAB) works to enhance the market recognition of cheese produced in Florida and its consumption by consumers. Florida Milk Advisory Board uses various marketing approaches such as specific advertising schedules together with commercial alliances along with educational outreach programs.

# *Market*

The footwear brand Runners plans to introduce basketball shoes into the dominant market segment. Global companies including Nike and Adidas and Under Armour control the majority of this market sector. Runners needs to determine its brand position along with pricing and differentiated products to succeed in this demanding market sector.

# Conclusion

Strategic marketing together with competitive positioning demonstrate central importance in both strategic cases. FMAB requires enhanced brand recognition and improved consumer trust but Runners benefits from innovative product developments to grow in the basketball footwear industry.

# Resource

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