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# Launching Krispy Natural

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December 3rd, 2017 - This case study concerns a review and interpretation of test market results for a new packaged good product The purpose of the case is to provide students with practice and guidelines in the analysis of quantitative test market data while illustrating the roles of managerial judgment and organizational context in interpreting hard data'

### **'Krispy Kreme The Franchisor That Went Stale Harvard Case**

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**March 31st, 2018 - Complete Case details are given below Case Name Launching Krispy Natural Cracking the Product Management Code Authors Frank V Cespedes Heather Beckham Source HBS Brief Cases Case ID 913574 Discipline ?'**

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May 5th, 2018 - *To compete with premium cracker brands Pemberton plans to reformulate and re launch the Krispy brand as ?Krispy Natural ? which offers natural ingredients'*

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Launching Krispy Natural Cracking the Product Management Code Case Study Solution Pemberton Products is U S based market head in the cookie and bakery bites segment of the sweet snack" *Launching Krispy Natural Harvard Case analysis SlideShare*

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