

The Convalescent Aid Society (CAS)

The Convalescent Aid Society (CAS) is a non-profit organization that lends durable medical equipment (DME) to those in need, regardless of income or socioeconomic status. CAS has been able to provide these services at no cost to clients for the past 89 years and is now poised to expand its coverage offerings and territory. The MSMC MBA group proposes adding new locations. The Group also defines the optimal location for future CAS expansion. Consultants also recommend brand revisions that will better reflect the mission of the organization in new markets without disrupting current brand equity.



Project Description

Future Expansion and Branding Proposal

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