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MENDINE PHARMACEUTICALS: INTEGRATING FORECASTING AND PRODUCTION PLANNING (A)

2 April 2018 was a typically hot and humid summer day in Kolkata. Mr. Srijit Mitra, the Operations Head of Mendine Pharmaceuticals (a pharmaceuticals trading company), was going through an

This case was written by Professor Sumanta Basu, Raunak Joshi, and Vyshakh Ravindran from Indian Institute of Management Calcutta. The case was prepared solely to provide material for class discussion. The authors do not intend to illustrate either effective or ineffective handling of a managerial situation.

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