Please read the study cases and answer following questions: 1.How and why do U.S. razor consumers differ from razor consumers in India? 2.How did Gillette’s product development process differ for the Gillette Guard when compared to its previous product development processes? 3.Should Gillette release the Gillette Guard in the U.S.? Should it release the product in other low-income countries besides India? 4.How as the internet enabled new competitors like Dollar Shave Club? Why doesn’t Gillette just replicate the model of low cost razors similar to the ones it is selling in India? 5.Gillette just launched new Barber like Shave at Home at CES 2019 (Consumer Electronics Show) in Las Vegas. Below is the new ad campaign highlighting that its product is one of the Best of CES 2019 and here is a VIDEO that explains how the new razor works. How would you recommend marketing this product in India?<https://www.youtube.com/watch?v=iu6lQS5GAy4>