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SOREN CHEMICAL: WHY IS THE NEW SWIMMING POOL PRODUCT SINKING





Introduction

Soren Chemical, one of the leading specialty chemicals firms to recently unveil a product that it said would transform the swimming pool segment. Still, the introduction of the innovation was met with much hope, and this specifically product started facing a selloff, and the market feared that it was a failure.



Market Environment

If one is to dissect the problems that led to the sinking of Soren Chemical's new swimming pool product, one will fail to find another area that was handled badly as the market positioning. However, often the product proposed certain capabilities in terms of effectiveness and cost, the key buyer persona was not interested in.

Sales Approaches

That is why the company's advertising strategies also received criticism. The promotion mix that Soren Chemical applied had minor influence on promoting the product and creating the perception that the product was unique and different from the rest in the market.





Conclusion

The lesson that may be learned from the Soren Chemical case is that the position of a new product in the company's product portfolio and its marketing plan and concepts, as well as operations and logistics play a critical role in their success in new product development

The background is a detailed historical painting of a harbor. In the foreground, several large wooden sailing ships with multiple masts and white sails are docked or moving through the water. To the left, there are smaller, simpler boats. In the middle ground, a large body of water stretches across the scene. In the background, a city with numerous buildings, domes, and minarets is visible on a hillside, overlooking the harbor. The sky is filled with soft, golden-brown clouds, suggesting a sunset or sunrise. The overall style is that of a classical oil painting.

Resource

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