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SUNRISE MEDICAL, INC.'S WHEELCHAIR PRODUCTS

INTRODUCTION

About the Company: Sunrise Medical, Inc. is one of leaders of wheelchairs manufacturer in International market and it is not invulnerable with a number of threats and opportunities. The case relates to the company's decision-making process about sustaining its market leader status and enhancing both the products and services consumers value.

MARKET POSITION

Sunrise Medical today has significant market share of wheelchairs because of the variety of its models and focus on the client needs. However, this is not followed by increased competition from low cost manufacturers and fluctuating customers' preferences that were unanticipated earlier.

CUSTOMER RELATION

Refocusing is crucial, specifically a marketing strategy, to sensitise customers and distinguish Sunrise Medical's products. Engaging Facebook and answering questions, participating in local events, and forging relationships with doctors and hospitals can increase brand recognition and ultimately brand commitment.

CONCLUSION

This paper shows that through enhanced product development, operations effectiveness and strategic marketing, Sunrise Medical can make a stand in the market.

This scenario solution brings out the message that in the complex environment of the healthcare industry there is a strong requirement to be agile and customer centric.

RECOMMENDATION

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

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