

Brita: In Search Of Winning Strategy

Introduction

The Brita case study describes the story of Brita GmbH, the company that changed the water filtration industry in the USA, and investigates the problem of how to continue to have a successful strategy when facing changing consumer preferences, a growing number of competitors, and oversaturated market.

Background

One of the innovation strategies that made Brita to gain market share in the U.S. was through selling quality water filtration products that met customers' needs with regard to water quality. In the beginning, its newly launched products and effective advertisement campaigns helped Brita to emerged itself as a market leader.

Key Challenges

Brita faced three primary challenges: (1) to support and maintain product differentiation, (2) to counteract an increase in low-cost equivalents, and (3) to meet evolving consumer concerns of making more sustainable, environmentally friendly products.

Conclusion

In the contemporary market, customers require quality goods that have been designed with advanced technology to meet their needs hence the need for Brita to refocus itself and take its place as the market leader it had once been.

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.

Resource: Visit thecasesolution.com for detailed analysis and more case studies.