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Aqualisa Quartz: Simply a Better Shower

Introduction

Shower manufacturer Aqualisa which is based in the UK launched the Quartz series as a new product in 2001 it claimed was unlike anything seen before. This case is centered on the market positioning and sales of Quartz, in an attempt at understanding why a more effective design of a product is not capable of making significant sales.

Aqualisa Quartz

Aqualisa Quartz has been developed mainly to deal with a number of the problems typical for showers including low water pressure, practical temperature instability, and additional complications in the installation process.



Strategies

Due to these challenges Aqualisa required a specific marketing plan of action. It seems that there are two approaches which could potentially appeal to the homeowners: focus on the consumer benefits and appeal to the emotions.

Conclusion

Shower problems can be solved with Aqualisa Quartz, but its market strategy had to be adjusted to realize its potential. It showed that if Aqualisa increases awareness, educating their stakeholders, and correcting the issue with pricing, Quartz would be well on its way to becoming a force to reckon with in the UK showering industry.

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