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# PAEDIATRIC ORTHOPAEDIC CLINIC

# INTRODUCTION

**The case “Launching a New Motor Oil” outlines issues and processes of entering the new motor oil in the market. The market in motor oils is highly saturated and there are well known competitors present in the world market. It is therefore important for the company that is launching this new product to define a position and indeed a value proposition that is easy to communicate and market in order to create greater awareness and market penetration.**

# KEY ISSUES

**The major issues arising out of the launching of the new motor oil are about positioning of the brand, the question of the correct price, and the place where the motor oil should be marketed. The industry has established brands thus customers' loyalty making it hard for new entrants to penetrate the market.**

# **STRATEGIC CONSIDERATIONS**

**The company has to study its marketing mix to make the new motor oil be unique on the market. This can be done by the use of advertisements, special aspects of the product such as better engine protection or environment friendly products should be emphasized.**

# CONCLUSION

**Innovation is a multi-step process where new motor oil requires a carefully developed consumer solutions and competitive responses plan. Because of apparent differences, the company in question may perhaps achieve its greatest sales through the application of good marketing and distribution strategies.**

# RECOMMENDATION

**This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.**

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