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AQUALISA QUARTZ: SIMPLY A BETTER SHOWER

INTRODUCTION

The case of Aqualisa Quartz demonstrates a critical innovation within the shower category. Aqualisa – a British company – unveiled Quartz, a product that supposedly embodied technological advancement and recognized how eager people are to take showers; that would definitely be the update for showering.

PRODUCT INNOVATION

Quartz shower system was created with purpose of offering high quality showering experience with benefits of electronic control on water temperature and installation convenience on the walls. The design therefore aimed at the consumers, the plumbers who would install the product, as well as those who would use it.

MARKETING CHALLENGES

However, this change in design did not help Aqualisa effectively penetrate the market firmly. However, they had a major struggle on their hands for, shower systems were a conventional part of this package even with consumers. Customers had no idea that the Quartz even existed, let alone was a means of improving their experience.

CONCLUSION

The case of Aqualisa Quartz offers good lessons on creating a new product and marketing strategy. Considering the above mentioned obstacles to consumers' consciousness and usage, Aqualisa can effectively present Quartz as the solution to a more satisfying showering.

RECOMMENDATION

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