

Aqualisa quartz case study analysis

Business



There is a high and persistent demand for showers in the I-J, the potential market is very high.

44% shower sales are due to shower replacement and 15% for new build.

The total quantity of showers sold in the year 2, 000 equaled to 1. 800. 000 units. This demonstrates a clear opportunity for selling Quartz.

2) Competition ?→” The position of Squalid in the I-J market is quite strong, with reduces taking 3rd and 4th position in the market share.

The major competitor of Squalid is Triton who has good brand awareness among consumers. To meet the needs of consumers for ideal pressure and water temperature, ease of installation and overall aesthetics, Squalid invested in R & D and innovative technologies for Quartz. This is surely a notch above the competition and a definite strength and opportunity.

3)Company ?→” Qualifies reputation is quite strong showing the 5% to 10% growth in a mature market and a 25% net return.

The year before the new product was launched the net profit of the company equaled ,-.

17. 355 million. This is a strong position to invest in the marketing plan of a new revolutionary product. 4) Customer ?→” The main customer of shower market are plumbers. We need to be understanding of their needs and problems. We need to empathic with them and educate them in order to increase sales.

5) Consumers ?→” Quartz shower is targeted at consumers who demand high-quality showers with ideal temperature ND pressure, ease of use, safety, simple and fast installation.

We are aiming at the premium segment of the shower market. 6) Centers of Influence ?→” Traditionally the showers in the I-J are sold through trade shops, distributors, showrooms and do-it- pursers outlets where the major part of sales in 2000 was done through trade shops as showed in the statistics. Nevertheless, the principal center of influence at the shower market is still represented by our customer (plumbers). This segment is of prime importance.

) Collaboration ?→” Manufacturers, distributors and developers.

Due to the low interest in our product from the developers and distributors we cannot consider this group as a target group in our marketing strategy. The collaboration of our customer with the manufacturer in terms of the services might be used in addition to our main marketing plan. 8) Context ? →” Quartz needs to be marketed as a technologically advanced, environment friendly, elegant and socially desirable brand. It is economical also due to its superior quality and longevity.