

Product launch

[Business](#), [Marketing](#)



Can-A-Floor product launch Over the years, research has been underway on ways of improving the living conditions especially in the house. In most parts of the world, the issue of a cold floor has been a problem in many households and floor-making companies have been on intensive research so as to tackle this particular problem. In Canada for example, the temperatures are normally very low and this makes the floor very cold. It is for this reason that Can-A-Floor; a heated floor will be launched in Canada. The radiant heating process has been designed to use hydronic and electrical resistance systems to achieve this thermal comfort in homes.

Research on the market of this product had been underway for years and it was proven that the people of Canada were more than willing to install this radiant heating process in their homes so this will be a huge success due to the availability of a ready market. Twenty slides and video presentations were made to inform the prospective customers on how to use and install and maintain this system. The product manager also ensured of teamwork within the different departments of the company providing this service. This has contributed to the great success of this product in the market.

With several trials of this product in the market, it was evaluated and the best model developed. The competition from competitors is low as the Can-A-Floor has been embraced by the people due to the massive campaigns and advertisement. The prices are also customer friendly making it affordable to almost if not all citizens. Highly trained sales and support people have been deployed into the market for customer assistance. The installation personnel is also highly skilled ensuring that customer satisfaction is achieved. It is a high time that people kicked cold floors out of their lives by using Can-A-

Floor.

Works Cited

Alliance, Radiant Professionals. Radiant Professionals Alliance Guidelines
2010. Ontario: IAPMO, 2010. Print.