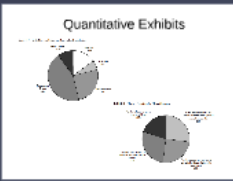


**Positioning Statement**  
 The Aqualisa Quartz shower is a best-in-class premium, sleekest, shower among all other integrated showers in the UK. Because the revolutionary Quartz technology retains what you want your experience to be as it simultaneously reflects your preferred temperature from a wide range in your home.

**Current Situation**



**Target Consumers Directly**

Target	Why	How
Target Plumbers	Plumbers are the primary channel for shower installation and have direct access to consumers.	Target plumbers through trade shows, seminars, and direct communication.
Target Showrooms	Showrooms are a key point of contact for consumers and can influence purchase decisions.	Target showrooms through product demonstrations and promotional offers.
Target Do-It-Yourselfers	DIY consumers are a growing segment and can be reached through targeted advertising.	Target DIY consumers through online advertising, social media, and direct mail.

**Target Developer**

Developers are a key channel for shower installation and can influence purchase decisions. Target developers through trade shows, seminars, and direct communication.

**Main Problem**

**Definition of the main problem**  
 The main problem facing Aqualisa and its Quartz shower is deciding which channel of distribution it should target to most efficiently increase sales and consumer adoption.

**Current Situation**  
 • Leading shower manufacturer based in the United Kingdom.  
 • Developed revolutionary new shower design called the Quartz Shower.  
 • Aqualisa is the brand name for Aqualisa Showerware, Showerheads and Quartz Showers.  
 • In the UK, only sells its revolutionary Quartz Showers.  
 • Consumers must fully shower before completing initial shower or making about showers.  
 • Manufacturers have the ability to be able to identify with some sales and the market adoption.  
 • Market research for the Quartz shower took 2 years and is 2 million pounds investment.  
 • Marketing Director has to make a call to launch the Quartz shower in the UK. 2019 low cost to increase market share to 20%.

**Recommendation & Justification**

**Recommendation:** Our recommendation is to target showrooms to increase unit sales. By targeting showrooms we force plumbers to adopt the Quartz shower.

**Justification:** The showrooms are the only place where consumers can see first hand the benefits of the Quartz shower. Showrooms are also the only channel that can effectively put pressure on plumbers to adopt Quartz. Plumbers are important because they are one of the most pivotal influencers in the market. Their involvement is vital to Aqualisa because they work so closely with the consumers, they test, use and recommend or discourage the use of the manufacturers' products, and they consult consumers on what works best and what's the least time-consuming product to install. Seventy-three percent of the time, plumbers' direct or indirect input leads to shower purchases whether it's based on brand or type.

**Who do we target?**

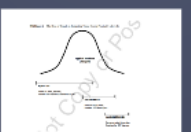
**How do we target them?**

**List of Alternatives**

- List of Alternatives**
- Targeting consumers directly
  - Targeting do-it-yourselfers
  - Target developers
  - Target plumbers
  - Target showrooms

**SWOT Analysis**

Strengths	Weaknesses
• Best-in-class premium shower	• Limited marketing budget
• Revolutionary Quartz technology	• High competition in the market
• Strong brand name	• Limited distribution channels



**Target Showrooms**

Showrooms are a key point of contact for consumers and can influence purchase decisions. Target showrooms through product demonstrations and promotional offers.

**Target Do-It-Yourselfers**

DIY consumers are a growing segment and can be reached through targeted advertising. Target DIY consumers through online advertising, social media, and direct mail.

**Target Plumbers**

Plumbers are the primary channel for shower installation and have direct access to consumers. Target plumbers through trade shows, seminars, and direct communication.

# Aqualisa Quartz: Simply a Better Shower

Tiara Harris, Shari Blalock, Michaela Carter & Lewis McDermott

**Positioning Statement**  
 The Aqualisa Quartz shower is a best-in-class premium, sleekest, shower among all other integrated showers in the UK. Because the revolutionary Quartz technology retains what you want your experience to be as it simultaneously reflects your preferred temperature from a wide range in your home.

**Current Situation**

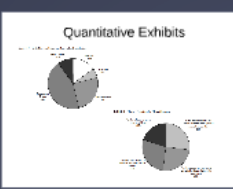
**Current Situation**  
 • Leading shower manufacturer Aqualisa is the market leader.  
 • Developed revolutionary new shower design called the Quartz Shower.  
 • Aqualisa is the brand leader in the Quartz Shower market.  
 • In the UK, only with its revolutionary Quartz Shower.  
 • Customers that built shower stalls were completed with Aqualisa Quartz Shower.  
 • Customers were not aware of the Quartz Shower.  
 • Manufacturers that the Quartz Shower had to identify with sales and the market.  
 • Market research for the Quartz Shower took 2 years and \$2 million in research and development.  
 • Marketing Director has to come up with a plan to launch the Quartz Shower in the UK.  
 • Revenue management plan is to be developed from a solid copy and sales.

**Main Problem**

**Definition of the main problem**  
 The main problem facing Aqualisa and its Quartz shower is deciding which channel of distribution it should target to most efficiently increase sales and consumer adoption.

**List of Alternatives**

**List of Alternatives**  
 • Targeting consumers directly  
 • Targeting do-it-yourselfers  
 • Target developers  
 • Target plumbers  
 • Target showrooms



**Target Consumers Directly**

Targeting consumers directly involves reaching the end user through various channels such as direct mail, social media, and targeted advertising. This approach allows for personalized messaging and direct feedback from consumers.

**Target Developer**

Targeting developers involves reaching the professionals who install showers, such as plumbers and contractors. This can be done through trade shows, industry publications, and direct outreach to trade associations.

**Target Showrooms**

Targeting showrooms involves reaching the retail partners where consumers purchase showers. This can be achieved through trade shows, industry events, and direct communication with showroom managers.

**Target Plumbers**

Targeting plumbers involves reaching the professionals who install showers. This can be done through trade shows, industry publications, and direct outreach to trade associations.

**Target Do-It-Yourselfers**

Targeting do-it-yourselfers involves reaching consumers who install showers themselves. This can be done through home improvement stores, DIY websites, and targeted advertising.

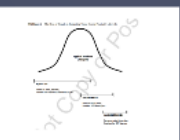
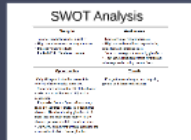
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**Who do we target?**

**How do we target them?**



# Aqualisa Quartz: Simply a Better Shower

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# Current Situation

# Current Situation

- Leading shower manufacturer based in the United Kingdom
- Developed revolutionary new shower design called the Quartz Shower
- Aqualisa's current brands include: Aqualisa Gainsborough, ShowerMax and Quartz
- In the UK, only 60% of households had showers
- Consumers dealt with shower issues; some complained about showers breaking
- Consumers were generally uninformed about showers
- Momentum from the launch faded due to difficulty with slow sales and low market adoption
- Market research for the Quartz shower took 3 years and 5.8 million pounds to develop
- Managing Director has to come up with a new marketing strategy to increase unit sales from 15 units to 100 - 200 per day to become mainstream (*need a 1233% increase from current daily unit sales*)

# Positioning Statement

The Aqualisa Quartz shower is a best-in-class premium, one-touch shower among all other antiquated showers in the U.K. because the revolutionary Quartz technology retains what you want your experience to be as it simultaneously adjusts to your preferred temperature from another room in your home.