

Aqualisa Quartz Harvard Case Solution & Analysis

UK Shower Market
Only 60% of UK homes have showers



UK Shower Experiences



UK Shower Solutions

Integral Power Showers

Mixer shower valves

Electric Showers

Distribution Channels



Aqualisa Quartz: Disruptive Innovation

How Quartz revolutionizes the entire Aqualisa company

R&D

Company Infrastructure

Field Tests

Engineers

Sales Results

Performing way under expectation

Niche product

Short timeline of innovation

7th largest a great product isn't enough

90% with existing customers- 10% with new customers



How do we get there?

Product Hierarchy

Installation Hierarchy

Pre-Instal

Demountable

Engineers



AQUALISA

Popular brand

3rd in the market

Luxury leader

TheCaseSolutions.com

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Installation Hierarchy

Pre- and Post-Installation

Customer

Customer

Customer

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Pricing Segments

Premium: showrooms, style driven

Standard: performance + service

Value: convenience and price

DIY Market

Product Development market

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DIY Market

Product Development market

THE CONSUMERS



1. Define your buying personality
2. What are you using the showers for? (Business, personal use, construction, etc.)
3. What do you want out of a shower?
4. What are your concerns and areas of focus when picking out a shower?
5. Why are you a valuable consumer? What are your risks?





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Welcome to the Board Room



Key Take Aways

Distribution Channels

Understanding the market

Matching infrastructure and product

How we approach a new product

New and old relationships