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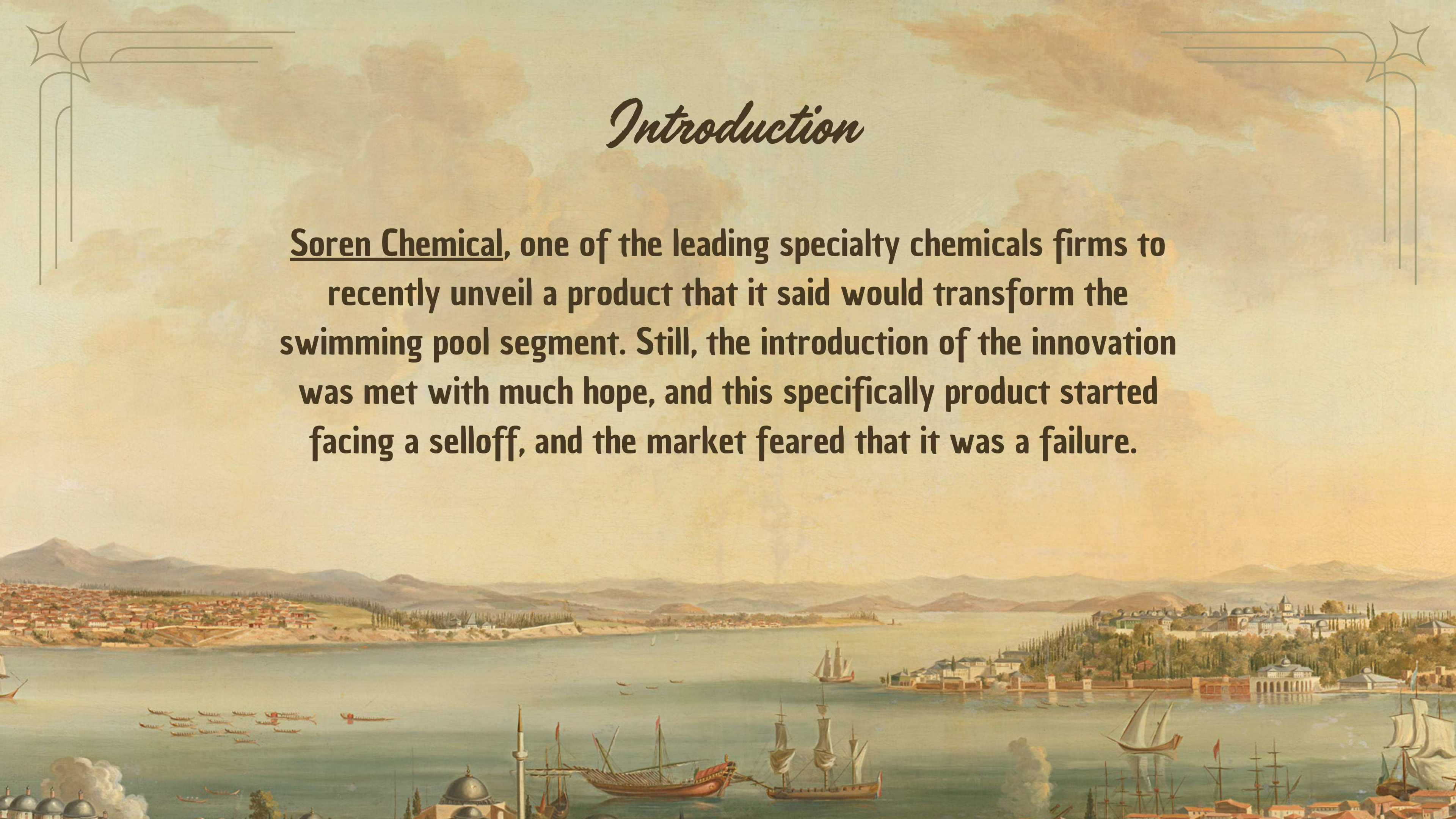
Number 1 in case studies solutions

SOREN CHEMICAL: WHY IS THE NEW SWIMMING POOL PRODUCT SINKING



Introduction

Soren Chemical, one of the leading specialty chemicals firms to recently unveil a product that it said would transform the swimming pool segment. Still, the introduction of the innovation was met with much hope, and this specifically product started facing a selloff, and the market feared that it was a failure.



Market Environment

If one is to dissect the problems that led to the sinking of Soren Chemical's new swimming pool product, one will fail to find another area that was handled badly as the market positioning. However, often the product proposed certain capabilities in terms of effectiveness and cost, the key buyer persona was not interested in.



Sales Approaches

That is why the company's advertising strategies also received criticism. The promotion mix that Soren Chemical applied had minor influence on promoting the product and creating the perception that the product was unique and different from the rest in the market.





Conclusion

The lesson that may be learned from the Soren Chemical case is that the position of a new product in the company's product portfolio and its marketing plan and concepts, as well as operations and logistics play a critical role in their success in new product development



The background is a detailed historical painting of a harbor, likely the Bosphorus in Istanbul. In the foreground, several large wooden sailing ships with multiple masts and sails are visible. To the left, a small fleet of galleys is moving across the water. The middle ground shows a wide expanse of water with more ships in the distance. The background features a city with domed buildings and minarets, situated on a hillside overlooking the water. The sky is filled with soft, golden clouds, suggesting a sunset or sunrise. Decorative line art with star-like motifs is present in the top corners.

Resource

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