**Aqualisa Quartz**

1. What is the problem of Aqualisa? The objectives are numerically coherent?
2. How do you characterize the market? (follow the marketing process and describe the market, identifying the most relevant points to answer the following questions)
3. What is the economic Quartz value proposition to consumers? And to plumbers? (it is economically convenient for them to buy or install Aqualisa Quartz?)
4. Why is the Quartz shower not selling?
5. What should Aqualisa do (What leverages of marketing mix should be implemented and how)?