PRODUCT FAILURE ANALYSIS

S.No	Product Name	Year Started	Year Ended	Reason for failure	Used for	Things to fix the product
1	Black Berry	1984	2016	-Compitition in market -updated version camed	Communi cation (Mobile)	-Getting back with new upadates - get these brand in smart phone model
2	Aircel	1999	2018	-New companies are arrived better than this -some financial issues	Communi cation (Sim card)	-Getting back with update services -Update the customers feedback
3	Rode	2014	2017	-High Costs, -Low Retention, and Tough Competition	Traveling (Cab service)	-Getting best service for customers -Take safety measurment s for customers -short the fare for low distance