

# CT&DT-SPSU-"INNOVATOR'S"-TASK#01

## TASK#01 - PRODUCT FAILURE ANALYSIS

PRODUCT - SONY BETAMAX

LAUNCHED -1975

DOWNFALL - 2015

FAILURE REASONS:

1. PRICE IS HIGH
2. RECORDING TIME
3. HIGH COST
4. PROPRIETARY TECHNOLOGY
5. LASER BASED TECHNOLOGY

PRODUCT - TATA DOCOMO

LAUNCHED - 2009

DOWNFALL - 2019

FAILURE REASONS:

1. MARKET COMPETITION
2. FINANCIAL ISSUES
3. LATE SHIFT FROM THE FALLING "CDMA" TECHNOLOGY.
4. NO PROPER SIGNAL TOWERS

PRODUCT - AMAZON FIRE PHONE

LAUNCHED - 2014

DOWNFALL -

FAILURE REASONS:

1. LIMITED APP SELECTION
2. PRICE AND MARKETING
3. OPERATING SYSTEM
4. COMPETITION
5. CARRIER EXCLUSIVITY

PRODUCT - POWER MAC G4 CUBE

LAUNCHED -July-19- 2000

DOWNFALL - July -3-2001

FAILURE REASONS:

1. THE CUBE DESIGN WAS DIFFERENT FROM CONVENTIONAL COMPUTERS
2. PERFORMANCE ISSUES
3. OVER HEATING
4. MARKETING AND DISTRIBUTION
5. EXPANSION

PRODUCT - MICROSOFT ZUNE

LAUNCHED - 2006

DOWNFALL - 2010

FAILURE REASONS:

1. LATE ENTRY INTO THE MARKET
2. POOR MARKETING AND BRAND PERCEPTION
3. COMPATIBILITY ISSUES
4. LIMITED GLOBAL AVAILABILITY
5. LIMITED APP ECOSYSTEM

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