

S.NO	PRODUCT NAME	YEAR STARTED	YEAR END	REASONS FOR FAILURE	USED FOR	THINGS TO FIX THE PRODUCT
1.	TATA DOCOMO	2009	2018	DUE TO INTENSE COMPETITION	COMMUNICATION	COMMUNICATING WITH CUSTOMERS
				HEAVY DEPT		IDENTIFYING THE ERRORS
				LACK OF SERVICES		TRACKING THE PERFORMANCE
2.	NOKIA	1865	2022	FAILURE TO ADAPT TO SMART PHONE REVOLUTION	CONGRATULATIONS (MOBILE)	ENHANCE SOFTWARE EXPERIENCE
				RISE OF ANDROID AND IOS		REINVENT SMARTPHONE
				POOR CUSTOMER SERVICES		MARKETING CAMPAIGNS
3.	MICROMAX	2000	2024	INTENSE COMPETITION	COMMUNICATION	REBRANDING AND MARKETING
				QUALITY AND PERCEPTION ISSUES		STRATEGIC PARTNERSHIP AND EXPANSION
				FAIL IN INNOVATE AND ADAPT		PRODUCT INNOVATION AND MAINTAIN QUALITY