

S.NO	NAME OF THE PRODUCT	REASON FOR FAILURE	FIX FOR FAILURE PRODUCT
1	SAMSUNG GALAXY NOTE 7 (2016)	AFTER MULTIPLE REPORTS OF THE PHONE CATCHING FIRE DUE TO BATTERY MALFUNCTIONS, SAMSUNG HAD TO RECALL THE NOTE 7, DISCONTINUE PRODUCTION, AND OFFER REFUNDS.	TO BUILD A BETTER BATTERY AND USE BETTER COOLENT.
2	HYPERLOOP ONE (2013 - PRESENT, STRUGGLING	WHILE NOT OFFICIALLY CANCELED, THE PROJECT HAS FACED NUMEROUS TECHNICAL, FINANCIAL, AND REGULATORY CHALLENGES.	MAKE BETTER CALCULATIONS AND APPROACH MORE STRATEGICALLY AND GET BETTER FUNDS FOR THE PROJECT AND MAKE IT BUDGET FRIENDLY.
3	AMAZON FIRE PHONE	LACK OF COMPELLING FEATURES, HIGH PRICE, AND THE FAILURE TO DIFFERENTIATE ITSELF FROM OTHER SMARTPHONES.	CONSIDER A MORE COMPETITIVE PRICING STRATEGY AND CONDUCT THOROUGH MARKET RESEARCH TO UNDERSTAND CONSUMER NEEDS.
4	MICROSOFT ZUNE	LATE ENTRY INTO THE MARKET, LACK OF DISTINCTIVE FEATURES COMPARED TO THE IPOD, AND POOR MARKETING.	IMPROVE MARKETING STRATEGIES TO BETTER COMMUNICATE THE PRODUCT'S VALUE PROPOSITION.
5	BLACKBERRY SMARTPHONE	THE INTRODUCTION OF THE APPLE IPHONE, WHICH BLACKBERRY DIDN'T TAKE SERIOUSLY, CAUSED A LOSS OF MARKET SHARE THAT BLACKBERRY COULDN'T RECOVER FROM.	BUILD A STRONG APP ECOSYSTEM, FOCUS ON USER EXPERIENCE AND INVEST IN NEW TECHNOLOGIES AND REGULARLY UPDATE PRODUCT LINES TO STAY COMPETITIVE.