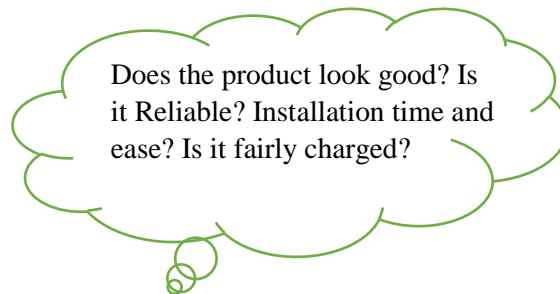


Module – 4

Aqualisa Case Analysis

Q.1. What is the Quartz Value Proposition to Developers?

Analyzing it through the developers perspective we see, Bathroom is just a part of the whole house, but at the same time bathroom plays a vital roles in attracting more customers. Every consumer have bathroom as the major attraction and they want the best of best products at fair prices. This makes it difficult for the developers to find the product. So the Major Issues faced By The developers are —



Developer's Mindset before Choosing the Product

- **Overpricing** – Price- Sensitivity is one of the most crucial issues of a developer, a developer wants a shower, which is reasonably priced and makes it easier for them to sell it to the end-users. It depends upon the Spending Capacity of the family who is going to live there.
- **Reliability** - Developers want a product, which is well-founded and long-lasting. As the developers need to compete in the market, they have to use the best possible outcome (shower in our case) so that they can gain the trust of their customers.
- **One- Size- Fit- All** - Developers generally look for the product, which can be used in multiple settings. They go with an approach, which is to complete the work in time with minimal effort and maximum output. They can go for different projects at the same time.
- **Appealing Products** - The appearance of the product is significant to attract new customers because the structure and looks are the first things a customer glances. Therefore, it is essential for a developer to use excellent – looking products so that they can sell it to the families.

Quartz comes with top-notch features such as Easy Installation, Aesthetic Eye-Catching Looks, Reliable company and the product (a lot of R&D involved), Convenient for customers, and with many other “WOW” features. A good volume of showers could be sold when the developers come on board with the Quartz. People do not buy the product they buy the brand and the trust surrounding it. Developers will also get an option of ease when they use the product, as the installation is quite straightforward and will be able to take more projects. The feeling of buying a premium product is enclosed with Quartz. The cost justifies the quality, convenience, and comfort, which comes with it.