PRODUCT FAILURE ANALYSIS:

S.NO	PRODUCT NAME	YEAR STARTED	YEAR END	REASON FOR FAILURE	USED FOR	THINGS TO FIX THE PRODUCT
1	TATA NANO	1945	It has not ended	low status for user	Transpotation	communication with customers
				Safety Concerns		Traking the performance
				Poor Marketing Strategy		Identifying the errors
				Lack of Features:		
2	PEPSI BLUE	2002	2004	Unfamiliar Taste	Beverages	product identifying
				Artificial Coloring Concerns		enhancing flavors
				Market Mismatch		building brand value
3	HUL's Ayush	2001	2017	Misalignment with Branding	Medicine	customer satisfaction
				Poor Marketing Positioning		100% transpirency
				Distribution Challenges		identifying the errors
4	Kingfisher Airlines	2003	2012	High Operational Costs	Transpotation	payback issue
				Debt Crisis		enhancing the security
				Poor Business Strategy		expnding patnership
				Government Regulations		improving customer support