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# Where's the Quality Stuff?

***How quality is globally turning down in the corporate sectors and why product-life of every innovation in the market is reducing...***

Our technologically advancing world is witnessing several new product launches every moment. Be it music, mobile phones, pharmaceutical medicines, films, computers, cameras or any other product that comes to us; everything has some or the other level of efforts and innovation involved in it. Recently; everything that emerges out in the global markets appears to have an extremely short market-life. With every new thing that comes up, several others simply disappear from consumer minds as well as the markets.

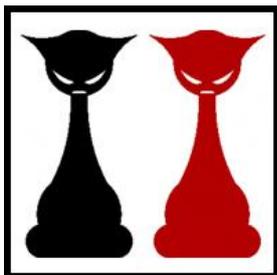
Here are some of the main reasons for such an occurrence...

## **Insufficient Product and Market Research**

This is where the first step itself goes wrong. Due to inadequate research and analysis; there occur various misconceptions to the investors about the product demand in the market. As a result, wrong products get launched in the wrong markets and at wrong times; ultimately giving out an impression of bad product quality. However, if any product manages to make it through this phase, there are many other issues waiting ahead.



## **The Desperate Me-toos**



Even if someone manages to come-up with something really new, the markets are flooded with the second-handers who quickly manage to make their own modified versions of that very innovation and simply launch it under their own tag. Despite of all the copyrights and patent regulations, me-toos manage to find their way out, at any cost. This is why the original product gets cornered by me-toos before it can

actually establish its own market and the copy-cats easily take away the ready-made platform from the true makers!

## **The Pre-mature Babies**

It often happens with the biggest competitors of a particular industry or sector that they are involved in the pre-production phase on a similar subject. This takes the competition to a completely new level. What was originally a war of quality; suddenly turns into a time-game. The pressure on the production teams builds to such a terrible extent that all the



efforts depend merely on who is quicker in releasing the product into the market. Unfortunately, the stress often over-powers the quality standards and pre-mature versions get released. This doesn't raise any red for a while; but gradually, the issues arising out of product-prematurity start affecting the product sales and its overall reputation in the market suffers.

### **The Feature Mania**



Today is a scenario wherein the product features matter a lot more than the actual product. As features can be invented at a faster pace than the products, the latter always turns out to be sufferers. This also happens mainly because of marketing and promoting attempts which are often based upon highlighting the features and not the product itself. This gradually results in the saturation of the feature-usage and ultimately ends the product-life.

### **The Make-over Products**

What was once done out of no option, is now a very common thing to be seen in various products. We frequently come across many known products, coming up as re-vamped versions. Most of the time; there is insufficient product-differentiation from the earlier products which leads to product failure eventually; as users quickly get bored with the obvious.



*However, now this issue has eventually become cyclic. The really good products also cannot capture enough market attention due to excessive product-crowding and on the other hand, even the makers don't give in too much because even genuine ones easily fade-out. This ultimately floods markets with poor quality products with very meagre utilities.*