

Project: Evergreen

Our client, a leading multi-national company had a profitable "old" product covered in dust and basically forgotten. When we discovered this little gem, we managed to revive the product with a new look, a new market position and fulfilled a niche need in the market place. The sales increased and because we worked with a small budget, profitability improved. The product continues to deliver a welcome contribution. Another example of how one could increase the product life cycle.



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