

## 23C HOW PRODUCT ENGINEERING COMPANIES FAIL

- Launching a company or a product before the product is ready.
- Failing to adequately market the new product.
- Pursuing new products that don't fit the company mission or don't fit with personnel expertise.
- Becoming overextended with debts (without a clear recovery plan.)
- Overestimating the potential market.
- Releasing a flawed product and paying deeply for recalls.
- Faulty acquisitions- Buying other companies that don't fit with the base product company.
- Faulty use of acquisitions – Buying other companies and failing to integrate them into the base product company.
- Pricing the product too high for most consumers.
- Pricing the product too low for profitability.
- Inability to get parts from suppliers.
- Poor customer support that leads to loss of customers.
- Failure to prepare for the next generation product.