Marketing Essay. LEARNING OBJECTIVES (Sapphire Chase Card) Analyze the profitability of various segments Evaluate the success of a new product launch from multiple perspectives: consumers, competitor, and company. Take a look at how promotional elements can substitute traditional advertising. The Power of WOM Learn how to design and leverage promotional elements to drive acquisition and loyalty. To understand how to use customer value analysis to help determine product designs that are customized to attract the right types of customers (and repel the wrong ones). Things to consider.. How should the team manage all the 3 Chase Products to best meet the needs of the diverse credit card market? Which features and benefits should each card carry to best differentiate itself from Chase's other products and competitors products? How should all 3 be managed to enhance brand equity of the Chase Sappire line? You may also divide your analysis into the following sections which match to the group questions that is attached above. -Product Launch -Customer Profitabiliy -Product line management -What actions to address profitability? -How to continue this brand cult culture created with the Sapphire Card? Case write up max 4 pages. You decide the best way to present this case! Intro: current situation What's happening? Main issues? Supporting qualitative/quantitative Solutions..What is your recommendations for product line management and profitability?