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The core competencies for Adaptive Home Appliances (AHP) Company are unmatched production technology. The company utilizes innovative technology to explore its market niche of explicitly three product lines, producing cost and sleek designs of unmatched makings. Also, the company has invested in supportive learning where it has set standardizations for employment. The company not only hire marketing professionals based on qualifications but also experience in technology or rehab expertise, credentials which strategically aligns with its services and mission. In addition, AHP offers intensive industry-related technological and company-processes training to all its recruits. Lastly, the company has invested in good governance process where all its founders are experienced tech entrepreneurs as well as financial experts.

Product 1 competitive landscape is on a global scale, with ten potential rivals. However, none of its close competitors operates with a business name that might hamper its publicity. Almost all their product ideas are overlapping as they target the obvious markets such as offices and homes with emphasis on artistic innovation than a technology edge. AHP has no primary competition that targets its niche market as those with physical challenges or disabilities. They all focus on product affordability at promotional to mid-level values. Besides, all AHP close competitors have an online presence as well as store networks. All competition promotes their products based on predominant categories such as home office, bedroom, living room and dining room. Unless offered as an incentive service, no AHP competitor offers installation services post procurement deal. Lastly, all AHP competition falls in either of these categories for marketing prospects lifestyle, traditional, manufacturer-branded, warehouse membership clubs, department as well as office supply stores (Abbas, 2019).

Based on the AHP company SWOT analysis, its strengths include having selected an unparalleled market niche for adaptable home appliances with a unique customer target. AHP has experienced marketing team professionals for strategic marketing processes administration. Subsequently, the company employs competent staff capitalizing on both educational qualifications as well as strategic alignment to company's mission based on experience. Lastly, AHP has a wide range of products which are yet to fully roll out but have had a positive market test during a soft launch. However, AHP has a higher workforce attrition rate and in comparison to its competition, AHP spends more on employee training and development. Again, AHP is exposed to competition as its product proposition as well as inimitable selling proposition is not lucidly defined. On the opportunities side, AHP innovative technology will aid it to retain loyal clients and decoy new ones via a value-oriented proposal. Yet, AHP faces a threat of novel technologies that competition might develop or a market disruptor, which could threaten the company in both medium as well as long-term upcoming. Besides, AHP stands to face a threat from low quality and ersatz of counterfeit products.

AHP should adopt Porter's focus marketing strategy to guarantee its business operation success. Here, since AHP has the necessary skill power to deliver on its mission, it should fix its target on primarily enhancing regular home appliances using technology and ignore any other interest (Magretta, 2017). This could be well articulated in AHP's distinct product lines. Adopting this strategy is an outright success for AHP as this is an area where all its competition is utterly weak.

In its quest to distribute product line 1, AHP should consider adopting a selective distribution strategy. This will help the company use a selected number of distributors to carry product line 1 based on AHP specific policies (Buettner et al., 2019). On the plus side, this

strategy will generate a decent market exposure for product line 1 products. Similarly, a selective strategy will offer AHP an increased control of product line 1. In the long run, the application of selective distribution strategy will reduce company overheads. Nevertheless, AHP should at no point consider strategic alliances as AHP faces no sheer completion nor its business environment is streamlined (Chaharbaghi et al., 2015). Also, the company faces no changes in technology and its workforce is verbatim unique for its long-term operation and triumph.

Based on product line 1 which explicitly deals with furniture products, the 4 P's for marketing mix based on selective distribution strategy adopted could be applied. For instance, based on the first P, the product could be push-button adjustable height sofas, which could accommodate people with disabilities as well as carnal challenges. Notably, AHP has accredited dealers to guarantee the reliability of its sofa's quality and price uniformity. Concerning place, AHP has its headquarters off Scottsdale, Arizona and for customers interested in AHP sofas, they could visit official distributors across the country. In addition, AHP's novel business is on its website and targeted promotional attempts are directed to it to generate more traffic. AHP promotional mix includes magazines, streaming television programs as well as AHP website (Brodén, 2016).

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