

# Blackberry marketing report assignment

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Segmentation is used to recognize the desires of a customer and to find new prospects for the company's future. According to Doyle P, the discovery of the right technique to segment a market is an art. (Cited in Jobber D, 2007) The RIM Company segments its market, selects the variables required and collects the necessary data in order to then decide who the specific target segments will be. Afterwards it provides to the target customers the unique expectations they have from the particular product in process with the use of the marketing mix.

By doing the above, RIM effectively developed the BlackBerry Curve smartened. According to Stephen Bates, the Managing Director of RIM, " For the last couple of years BlackBerry was traditionally the mobile communications brand for business but we realized a lot of the communication fundamentals for business are relevant to the consumer market too. " (Marketing Week) RIM recognized that BlackBerry could be used not only for business matters but for everyday life and launched many types of smartness with one of them being BlackBerry Curve.

The Curve model is one of the best-selling smartened models in the market, impregnating that the STEP model is successfully placed for this product. (Know your Cell)let is designed concerning significant segments globally and targets the focused marketing aiming to further expand the success. By the use of demographics regarding women, young people and their income and the chirography's regarding their activities and lifestyle its own marketing mix was created.

Curve has a sleek design, It Is beautiful with a soft touch and color options for the lady or young adult who is interested. Socializing increases by the use of the Curve applications, like Faceable, Twitter and IBM but it is quick and easy in contrast to other Blackberry models that are more complicated. (RIM Company) Women and the 18 - 24 age groups are usually not interested in complex applications and programs, they are attracted in media sharing like Faceable, and so RIM targeted this group and created a model that satisfies the limited needs of this segment. Marketing Week) Moreover, the Curve model is also an economical model in relation to other smart phones, like Phone the biggest rival of Blackberry, since its features are simpler. This makes it easier for a young adult to make his purchasing decision since price, one of the elements of the marketing mix, is very important. By looking at the reviews, 316 out of 366 consumers recommend this model and according to one of them, “ Once everything Is figured out usage becomes second nature. (The Carapace Warehouse) To continue, as it is shown, the Curve model is positioned properly and results to a successful future. With Phone being the major competitor, RIM Company is in toy 2 being cheaper. The existing customers have the expectation of owning a unique product with special features, updates and guarantees. The BlackBerry App World makes sure that all the updates are presented to the consumer and makes the downloading of new features easier. (BlackBerry) However, the biggest advantage of this smartened is Blackberry Messenger. It provides free messages to anyone owning a blackberry model, with a quick media sharing. According to one of the many advertisements of Blackberry, over 40 million people globally use this application. This guarantees that IBM

takes a big part for blackberry line's success in promotion. (Youth) Furthermore, Curve is not only sold in specific places. RIM makes sure that their invention is accessible in the right places and the right time. A big amount of retailers like Carapace have them in their stock (Carapace Warehouse), while 02 is developing locked models. 02) Those retailers and the Blackberry own site also provide the customer with information about the product and with all the details someone desires. It also offers ratings and comparisons with online buying possible. (BlackBerry) “Sensible Marketing Mix decisions can be made only when the target customer is understood” (Cobber D. 2007) and as it seems the RIM company has a Lear understanding of its customers with an effective STEP strategy. RIM successfully produces and promotes an economical, fun, simple and beautiful product proper for its target customers.

However, according to Barnes B. And Koch L. (2011) “The truth is that you can't please everyone all the time, so you need to do your best” APPENDIX: The Blackberry mobile line was created in 1999 by Research in Motion (RIM), the Canadian corporation which is designing and leading the wireless revolution globally. The company offers solutions for information containing email, text messaging and Internet and allows third party manufacturers to improve their products. RIM was originated in 1984 in Waterloo, Ontario and then developed offices in North America, Europe and Asia.

By creating the blackberry line and products, RIM changed the mobile business. (RIM Company) The Blackberry line contains different types of smart phones planned to be personal assistants as long with being internet browsers and gaming devices. To continue, it contains the Blackberry  
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PlayBook tablet and software that concerns businesses. Those products are consumed by millions of people relied, (Company information – Blackberry) and especially in the UK (Marketing Week) since they help the customer in remaining connected with anyone in any situation and in any content it concerns him.