

Ducati case analysis essay



**ASSIGN
BUSTER**

Instructions: 1. Prepare a 20 min presentation discussing: a. Is the motorcycle industry attractive? If so why b. What is Ducati's current strategy? Be specific and explain your position. c. What characteristics of Ducati's business influenced its success? (Hint: what is the fundamental economic logic of Minoli's turnaround? What determines willingness to pay? What determines relative cost position?) d. How do you expect the industry attractiveness to change over the next five years? (This is a key part of the presentation, which will help you with the following question) e. How well Ducati is positioned relative to its key competitors to deal with potential changes (i. e., potential strategic moves of its competitors to insure long term viability). Answering this requires linking between Ducati's capabilities and resources and the external environment.

Important notes: 1. Question 5 should be the center of your presentation. Responding to questions 1-4 should give you the background and insight requires to deal with question 5. All questions are interrelated. The idea is that the industry analysis should inform your strategy analysis. Your strategic analysis should inform your recommendations. 2. It would be fair to assume that I read the case and familiar with the facts so avoid their repetition. 3. You are expected, however to use the case facts to support your argument. i. e., argument first and then the fact used to support it. 4. Make sure you are spending the presentation time on your key points.