

Incremental analysis + decision making

Finance



INCREMENTAL ANALYSIS DECISION MAKING Introduction New product launch should be able to meet the needs of the potential or target market for it to be successful in the market. Tailor marketing permits firms to tailor their products, promotions, prices and placement strategies to attract particular customer segment. These conditions were taken into account by BlackBerry Ltd. when they launched the BlackBerry Passport in Toronto so as to be able to win back their home country back (Ligaya, 2014).

This report focuses on the BlackBerry Ltd. move to get Canada behind them like it in the process of moving out of restructuring phase. According to the article, the company has decided to focus on the key geographical areas such as Canada where it has brand recognition. This is a desperate move for the company to help get customers to jump-start its handset business (Rao et al 2008).

The report aims at establishing key internal factors as well as external factors that are likely to pose the strongest impact on the course of actions of Blackberry Ltd. It then provides a recommendation based on the SWOT and PESTEL analyses and central issues in the article. The company is likely to succeed in the Canadian market because it has positioned itself well. It has targeted a market for which it still strong brand recognition (Ligaya, 2014).

Political factors

The relatively friendly political climate in Canada and other surrounding North American countries have helped the Smartphone industry to flourish (Rao et al 2008). The Smartphone users have been on the increased, and it is believed that they are soon going to overtake feature phone user. Such a situation is likely to contribute to the success of the new product launch.

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The company is likely to face a difficulty in adhering to strict regulations regarding hygiene and safety standards in the country. It will have to spend a substantial amount of money to ensure that they limit the usage of toxic contents, recycling and energy usage. In addition, the country has high tax rate levels which are likely to reduce the profits of the company (Ligaya, 2014).

Conclusion

The strategies adopted by BlackBerry Ltd. in the launch of its Passport Smartphone in Toronto have positioned it well to tackle both the internal and external factors on the horizon. First, the company has a target a geographical location where it has strong brand recognition. This is likely to help it attract more customers considering that it is moving out of restructuring phase. Secondly, the company is also planning to introduce Classic so as to be able to appeal to masses in order to regain some of its lost market share (Ligaya, 2014). The company is likely to achieve this through its tailor-made offerings. The company is going to reduce costs by outsourcing the production of some apps and handsets. In addition, the company will bolster its balance sheet by cutting divisions and shedding thousands of employees. This will enable it to direct its funds to different priorities. Finally, the company has two product offerings, Passport and Classic and either is more likely to hit because they intend to try different shapes and sizes.

References

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