

Case study example

Business



Module ANSWER There are many services and products which Lonely planet may offer that may be able to address its concerns. Digital concierge service is one of them which seems really suitable (Press) . It can be provided with a service fee or may be charged per month/trip or fortnight/trip, whatever may be suitable. Another service may be that of creating a social network. This shall help customer and travelers around the world to find guides with the help of their wireless devices and cell phones but also find good travel companions and make new friends. Another service that may be able to attract many customers and retain old ones is that of providing tailored digital travel guides as per customer trip plan and personal interests.

ANSWER 2

Channel Conflict occurs when sales over the web site of the company inhibit the retail stores sales (Hopkins and Sandra).

Cannibalization takes places when the traditional sales of any product decrease with respect to to its electronic corresponding item (Wilson).

Lonely planet sells the same product via different multiple channels. Even though they have tried selling most of the products over the website at the retail outlet rate to reduce such conflict.

Lonely planet has offered free guide services to many customers worldwide. Customer and travellers can simply go to the website and get any information they want. This is a mode of advertisement and has led to an increase in overall revenue for not only Lonely Planet but other competitors in the market.

ANSWER 3

Advertise heavily regarding the Lonely Planet services over its website and <https://assignbuster.com/case-study-example-essay-samples-44/>

social network. Offer services for updated information along with expert advice regarding the tour for a cost. Updated book should also be available over the website for a fee. Licensed content should be restricted to web portals. All relevant information should be on the website only for a small amount of time.

Work Cited

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Press, Entrepreneur. Start Your Own Personal Concierge Service. New York: Entrepreneur Press, 2012. Internet resource.

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Hopkinson, G C, and Sandra Hogarth-Scott. Channel Conflict: Critical Incidents or Telling Tales : Methodologies Compared. Bradford: University of Bradford Management Centre, 1997. Print.

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Wilson, Nathan E. Branding, Cannibalization, and Spatial Preemption: An Application to the Hotel Industry. Washington, DC: Bureau of Economics, Federal Trade Commission, 2011. Internet resource.

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