

Kodak case persuasive essay



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Executive Summary The Eastman Kodak company, founded in 1880 by George Eastman, has been one of the premier photography firms to ever arise. Kodak has driven innovation for over 130 years in the photography field and, indeed, imaging in general. This report delves into the circumstances and strategies leading to Kodak's slow demise by answering a variety of questions relating their position to digital imaging and with VRIO, SWOT, Strategy Canvas, and Porter's Five Forces analyses. Questions 1. Kodak's Strategy in Traditional Photography and how they are Successful. Kodak has had strong, strategic methods throughout its rise in the digital and became successful because of it. Being one of the first companies to invent dry-plate formulas and film to create pictures helped Eastman Kodak Company rise above all others. With a motto like " You press the button, we do the rest", Kodak's reputation for simplicity and ease of printing pictures has kept them far ahead of the pack in the film industry. They set trends in the film world in everything from film to color but have faltered in recent years with the advent of digital imaging. Kodak remained a top selling company throughout its history of leading the film industry with sales in 1981 at around \$10 billion. They are a classic company that has been around for as long as anyone can remember and they still serve consumers exactly what they want.

Kodak has also been able to keep themselves afloat because they have merged with other businesses to increase their product offerings. Acquiring parts of IBM, Kodak was able to unite with firms such as Clinical Diagnostics, Mass Memory, and other chemical/health lab research firms. Other industries, like Fuji Photo Film Co. threatened Kodak with its coming to

America and the introduction of new products such as disposable cameras and 400-speed color film. Kodak did not let this bring them down; they continued to succeed in their own ways. Colby Chandler, CEO at the.

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