

Case study on kodak

Business



Kodak Case Study:

Eastman Kodak Company is the famous American company which produces film and cameras for photography. For more than half a century Kodak has been the leader and monopolist on the market of film, because its price and quality were balanced properly and were convenient for customers.

Naturally, with the development of high technologies and new types of cameras, the necessity in film started to reduce.

The purchase of film has been reducing rapidly for the latest ten years and now the situation of Kodak is tragic. Unfortunately, the success of Kodak can not continue any longer, because the company is too close to bankrupting. It can not stand the competition with other companies, which managed to broaden the sphere of photo and technique production. There are many predictions concerning the fate of Kodak, and the most optimistic ones prove that Kodak will be sold to some rich and most successful company in this field. The topic of Kodak bankrupting is quite popular nowadays.

Many people who enjoy the products of Kodak are quite disappointed with the fact, that such an old solid company can stop existing soon. A case study on Kodak is a common assignment for students who study business, marketing and management, because the case of bankrupting will be useful for students to realize the reasons of this phenomenon and a good chance to improve their knowledge and professional skills. A successful case study should be informative, interesting, logical and original. One should conduct scrupulous research in order to investigate the problem of the case, analyze it and present effective solutions of this problem. Students who are required

to complete a case study will have to read much about the company and the problem itself. It is important to study the background of the problem, the way of management of the company, its working day, production, business plan, etc.

to understand the cause of the problem. The method of interview will be very useful and effective to collect reliable data, which can not be found in any book and magazine, but it is quite difficult to do it. Then, if one manages to find data, he will have to organize it correctly, which is not always easy. Students often make serious mistakes when start to compose their papers, so every young person needs professional writing help. In order to be on the safe side one should read free example case study on Kodak vs Fuji to see how a successful paper is structured. Nearly every free sample case study on Eastman Kodak is useful for inexperienced students who have no idea how to compose, format the paper, analyze data, draw wise conclusions, predict the effect of the problem and brainstorm creative solutions.