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The article 2020 Consumers Will Share Everything written by Lisa Gansky provides a look at a new developing trend in the consumer markets that will impact the way companies do business in the next decade. The article refers to these companies as Mesh companies. Mesh companies look for ways to share resources in order to lower cost and get the consumers more involved. An example of a successful Mesh company is Netflix. Netflix has huge online database of movies that is shared by the members of Netflix. These companies are changing the consumer mentality of needed to own product for usage. Some of the products and services in different business industries that are going to adopt share ownership strategies during the coming decade include transportation, food, finance, recreation, shelter, and entertainment (Gansky).

In 2012 these new Mesh companies will form a global network called Grupo Mesh. The Grupo Mesh is expected to recruit nearly 80, 000 members by the year 2020 (Gansky). The fact that nearly 20% of the business population will belong to Grupo Mesh means the initiatives of the association will greatly impact business trends in the near future. Rapidly growing cities particularly those located in India, Brazil, and Eastern Europe are prime targets for Mesh activity. Many governments worldwide are outsourcing their transportation agencies to the private industry. Green energy will allow communities to share resources in order get away from the petroleum dependency.

After reading this article I became aware that there are many companies marketing products based on shared resources. In the food industry I have been the beneficiary of shared food resources in open food bar restaurants. Eating in all you eat buffets is a tremendous and exciting activity in which everyone in the restaurant shares the same food bar. Another example of an

industry that has historically enable consumers to use a product without ownership is the auto industry. Leasing cars is a very profitable way to gain profits from a vehicle. The article mentions that green energy is going to help consumers reduce their electricity bills. An opportunity that is going to present itself for electric and hybrid cars is leasing replacement batteries to car owners.

The entire discussion of Gansky's article was very interesting and educational. I did not know of the existence of these Mesh companies. The mesh concept was invented a long time ago, but now it seems that more companies are attempting to exploit the marketplace with new innovative products and services. In the software industries consumers are now able to lease software or pay for fees for every usage of the software. This allows consumers to gain access to expensive software they would otherwise not be able to afford. The trend is good because it lowers consumer prices in general. The creation of an efficient public transportation system that everyone can use to go work would lower the cost of living of the people. Mesh products are a great idea that will generate billions of dollars in revenues for multinational corporations worldwide.

#### Work Cited Page

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Consumers Will Share Everything

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Fewer and fewer people will own cars, appliances and homes, opting instead

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for shared access to transportation, entertainment and shelter.

Companies like Netflix, ZipCar, eBay, Zopa and Velib--so-called " Mesh" businesses--already offer customers convenient shared access to goods and services such as movies, cars, consumer products, investments and bikes. As more companies and individuals discover the ease and economy of services like these, they will begin shedding the expenses and hassles associated with ownership. By 2020 billions of people will routinely opt for shared access to superior transportation, food, finance, shelter, recreation and entertainment over having to own a car, a bike, numerous appliances, recreation gear or, in some cases, a home.

By 2012 thousands of these " sharing" businesses will form a global network called Grupo Mesh, which will make it easier for these companies to share data, tools, teams and best practices with one another. This network will facilitate partnerships and customized offers, such as partnerships between bike sharing, vacation home exchanges, local farms and health care providers. Spurred by the growth of mobile devices, which facilitate on-the-spot access to goods and services, Grupo Mesh will grow to more than 80,000 members in 2020 and represent more than 20% of annual global economic activity. If you include traditional " share platforms," such as airports, taxis, hotels, schools, libraries and fire and police services, the Mesh way of life will become the largest economic driver worldwide. The Mesh is the next business innovation wave, inviting disruption of traditional business models and lifestyles.

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Cities will boldly jump on the sharing bandwagon--particularly the rapidly growing urban areas in Brazil, India and Eastern Europe. By 2014 dozens of city governments will adopt open transit policies, meaning that public transit agencies and private transportation companies will coordinate schedules and information on traffic patterns and customer behavior that allows them to continually tighten connections between transportation services and improve convenience. More than 120 cities will offer seamless connections among car- and bike-sharing services, taxi ride sharing and public busses and trains.

By the summer of 2015 expect the global intelligent energy grid to have spread to more than 100 cities in some 40 countries. GIG will enable peer-to-peer energy generation, where community energy producers will share electricity with their neighbors and larger producers. By 2018 at least one-fifth of urban food worldwide will be grown on rooftops and in former parking

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lots, which will no longer be needed as open transit became the prevalent form of personal transportation.

Already companies such as Virgin, Facebook, Kimpton, Renault ( RNSDY. PK - news - people ), Amazon. com ( AMZN - news - people ) and Best Buy ( BBY - news - people ) are rapidly expanding market share by growing and refining the share-based parts of their businesses and fine-tuning truly local offers. Some extend partnerships to share data about products, customer use and supply chains. By quickly learning what their customers need and want, Mesh companies are able to tailor their offers to specific customers. As these customers experience well-crafted and targeted services, they will increasingly share their enthusiasm via social networks, further speeding the growth of Mesh companies.

Even former big-box retailers will get into the act. Within the next few years they will create services inviting customers to " try" products before purchasing them. Once successful, they will begin offering customers access to up-to-date products, including servicing and recycling, for an annual fee. The most buoyant retail brands will develop strong revenues from reselling products, servicing in-market products and reclaiming parts, materials and value in products at the end of their lives--what was formerly seen as waste. Growing costs for resources, and international public policies that incentivize re-use and recycling, will accelerate this trend.

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Sounds to me like " mesh" is the next internet bubble hoping to happen. Or maybe just a ploy to convince the masses that they truly share everything, and therefore own everything. Oh, wait didnt they....

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In the Mesh, former competitors will find surprising advantages in joining together to share what was once proprietary data and in some cases create new products together. With more value placed in the customer and partner relationship than in the one-time transaction, what is valued will dramatically shift in the next 10 years.

Lisa Gansky is author of The Mesh: Why the Future of Business Is Sharing and the founder of Mesh Studios, online at meshing. it.