

Samba case study

Business



Samba case study, they profit from their instructors, academy, instructors courses, monthly fees from Instructors in its network and its brand merchandise. Ensure advancement and competitiveness , it is important for the company to have a good relationship with their instructors as they are all interdependent on one another. The instructors would benefit the firm to new heights by spreading the product to a larger group of audiences as well. Hence, a continuous cycle of relationship and dependencies is required. Rhea industrial network differs from the hierarchy, it is not controlled by one unit from the top management.

Instead, it is more flexible. In the case study, the instructors are considered independent business entrepreneurs.

They are just required to join as a member, take the course where licensed will be given and they can operate themselves to either freelance or to start their own workout class. This creates a more teaming, adaptive and egalitarian network. Nevertheless, they both rely on the other parties for support.

As the Samba's instructors deal with the consumers and followers directly, they serve as a representative to the community. Therefore, they need to be regularly updated and of the product and they rely on Samba for the branding. Communication and coordination needs to be cultivated in order to revive good service and get results.

Samba has also reached out internationally through infomercials, penetrating into foreign markets. This approach is also mentioned in the network model. Hollywood celebrities have been seen interested and doing

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the exercise which gave exposure, acceptance and interest to millions of people.

From the observations conducted, the Samba case study and the network model internationalization seems to be similar. 2. Why has Samba's global business model been so successful? Rhea expansion of Samba has become very recognizable and in a such a short time pan, it can be considered a born global.

Other than the strategy they adopted, it was the channel they used to promote themselves that made an impact to the change. Internet was a huge doctor in contributing to the success to Samba. Nowadays, information spreads easily unlike the past when it took a considerable amount of time to be shared.

As mentioned, Samba's popularity is due to the involvement of many celebrities that spark and interest in many people. These information is easily available and updated through social media, for instance, all the news and Information on celebrities are accessible online.

Samba fitness has also greatly benefited from internet advertising and social media. Internet advertising's flexibility and versatility quash other forms of advertising. The amount of people using search engines to find the products, information and services that they require has been on the rise.

Many people stumble upon Samba through Youth, an online video channel. They also started their own Faceable page that has garnered over three million fans. They chose the right marketing strategy as social media offers

the largest opportunity for entrepreneurs of all businesses to build their brands and businesses.

Aids of smartness, pads, and other gadgets also increased the rate of transmitting information, enabling it to be readily accessible to all. Anyone, anytime at almost anywhere are able to watch the video online.

It is also easily shared and can go viral effectively. Often for born global, sales and marketing activities through a specialized network in which they seek partners that enhance their own competences. This also indicates that Samba programmers is a born global. The members and instructors help build the brand and they are the one selling the product and merchandises directly.

They re not the employees and does not require any salary.

The expansion of affiliates and instructors are what help Samba to achieve what it has in a short period of time. Rhea Female Health Company (FCC): The female condom is seeking a foothold in the Nor market for contraceptive products 1 . How would you explain Fish's internationalization process up to now? Pascal internationalization model refers to small incremental steps taken to penetrate foreign markets by slowly increasing commitment and loyalty.

The FCC was first marketed in US, Feminism in the I-J and Infamy in other markets, such as Japan. They have been doing their research and analyzing their competitors in order to deliver a sought after product to their consumers.

The decrease in price for FCC also show that they are making an effort to improve their product by making it more economical. FCC was then developed and sold at a lower price. FCC gradually escalate their expansion and took roughly five years to distribute their products to 138 countries. 2 What are the main cultural barriers tort expanding global sales to the tamale condom?

Studies has shown that it is difficult for FCC to be accepted mainly because there were moments about insertion difficulties for some users. (Aspire K, 1995) The percentage of females that reported it was not easy were as large as 33%-50%.

This made it hard for consumers to accept, less consistent use and a smaller number of loyal customers. On the other hand, some studies also show that their partners are not so accepting of the product. Hence, preferring other methods of contraceptives. Most importantly, the lack of knowledge about the risk when it comes to unprotected sex.

According to the Teen Pregnancy Program (HTTP), many teens do not get proper information due to the lack of education and guidance.

They have trouble understanding the consequences and the seriousness about unprotected sex. 3. What screening criteria would you use if FCC had plans to expand into new developing markets? Fine-grained screening should be taken into consideration. It states that Fish's customer's includes large global agencies, ministries of health and other government agencies. They are all associated with political issues.

It is important to consider the political factors that will affect or restrict any business opportunities.

Female condoms is a contraceptive and may not be encouraged in a country that is facing ender population. Expansion plan may be deemed a failure in some countries due to their lack of knowledge on how to use the product itself. They need to be educated thoroughly that goes together with the education of unprotected sex. The poorer countries may also face an issue assessing the product as they may not have distributors in their region. Therefore it is important to analyze the issues of retail distribution. 4.

Besides having distribution to the public sector, particularly in Africa, Latin America and recently India, FCC is also trying to commercialism the female condom in nonuser markets around the world. Where and how should FCC attack consumer markets? Before entering an entirely new market, they should conduct seminars and talks, to reach out to the consumers directly. This will help educate the consumers about the benefits of female condom such as, how to apply it properly. Holding talks in schools Nil benefit the company a lot as well. Teenagers going through puberty should be properly exposed to this form of sexual education.

On where and how to buy contraceptives, the usage, the dangers of unprotected sex and how to handle with partners who frown upon female condoms. FCC should concentrate more on countries who have accepted the product and reach out to the consumers first handedly. Countries such as I-J, US and Japan who has already been introduced and seen the FCC before, more training programmers to their distributors and healthcare providers

may be effective. Since they already have tried the product, the reduce in price should entice consumers to try again.

Brochures and clear instructions on how to use the product properly should also be invested.

This is to avoid bad impression or misunderstanding on the product itself

Danish Classic: Launch of a cream cheese in Saudi Arabia) What could be the reasons for Danish Classic not being able to meet expectations?

Comment on the following: the change of packaging-from glass to plastic brick carton; Rhea change in packing from glass brick carton to plastic brick carton might have affected the consumers as Kraft Food uses glass to pack their cheese which control the majority of the market in Middle East.

Expectations were not met as consumers Nerve not educated on the change in packing material and they would have the mind set that the plastic brick carton would be a more inferior product despite it being unbreakable, as consumer would regard having a plastic packing more inferior and the product would not be able to command similar price structure as its competitors the consumer-oriented advertisement(Plate 1 5. Shahs it targeted at the Saudi Arabian market? Fees it is.

Language is a very important part of an advertisement, it may be very difficult to understand if the language was incomprehensible causing the advertisement to be a flop. The marketing plan is to target Middle Eastern countries as majority of them can understand Arabic with Saudi Arabia being the main market.

) What do you think of the brand name Danish Classic? Danish Classic was created to cater to the Middle East market and was targeted to become an international brand at the same time.

The author personally feel that the brand name was one reason which made the brand a failure. The product was lessen to suit the taste bud to the Arabs in the Middle East and its main market was Saudi Arabia. MD Foods should have come up with a name which either the Arabs can associate to or a more generic name which do not state any country name on it despite the cheese coming from Denmark and a more catchy name would appeal to its end consumers.