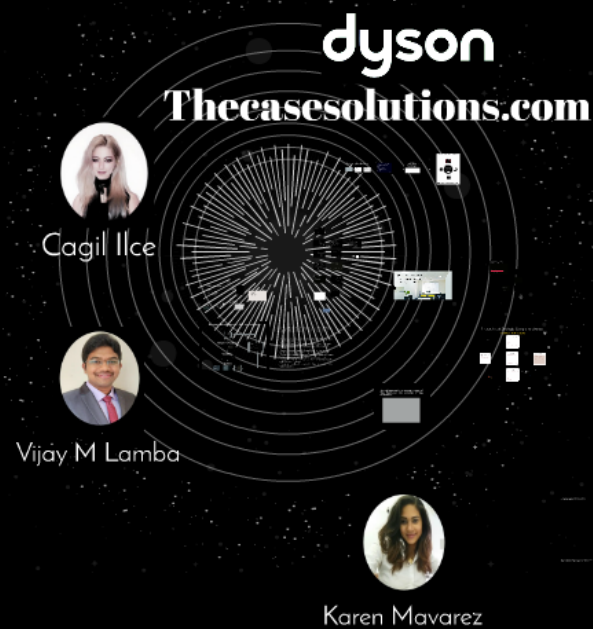


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## Rebecca S. Halstead: Steadfast Leadership



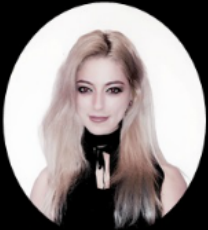
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# **Rebecca S. Halstead: Steadfast Leadership**



# dyson

## Thecasesolutions.com



Cagil Ilce



Jim O' Shea



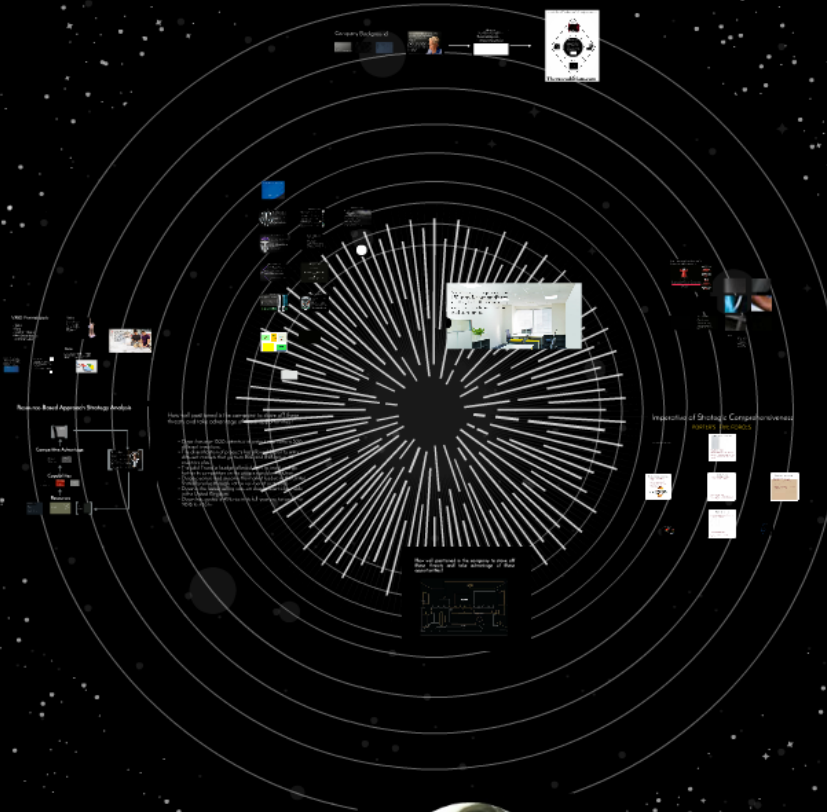
Vijay M Lamba



Mohammad Zahid



Karen Mavarez



# 1991

Founded by James  
Dyson

# 1<sup>st</sup>

Vacuum cleaner  
without a bag

# UK

Head Quarters at Malmesbury  
Wiltshire



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How coherent and consistent is the company's business strategy?

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## Mission

Dyson's mission is to improve traditional household appliances by using innovative technologies that solve the existing problems for consumers.

*James Dyson*

James Dyson





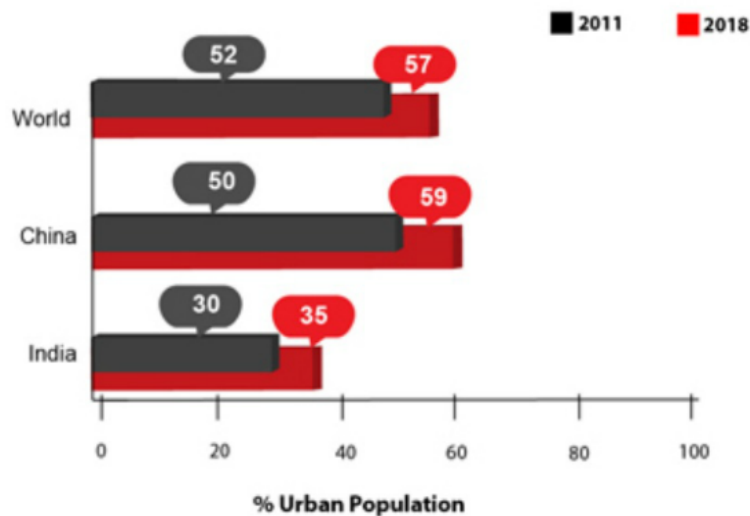
# Objective

- To increase market share in geographic market segments it is already in

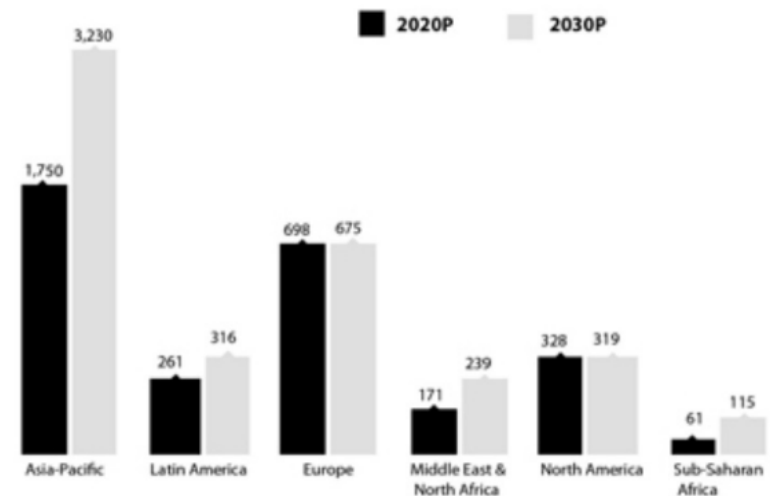
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- To penetrate the rapidly growing Asian-Pacific Marketplace (greatest opportunity)

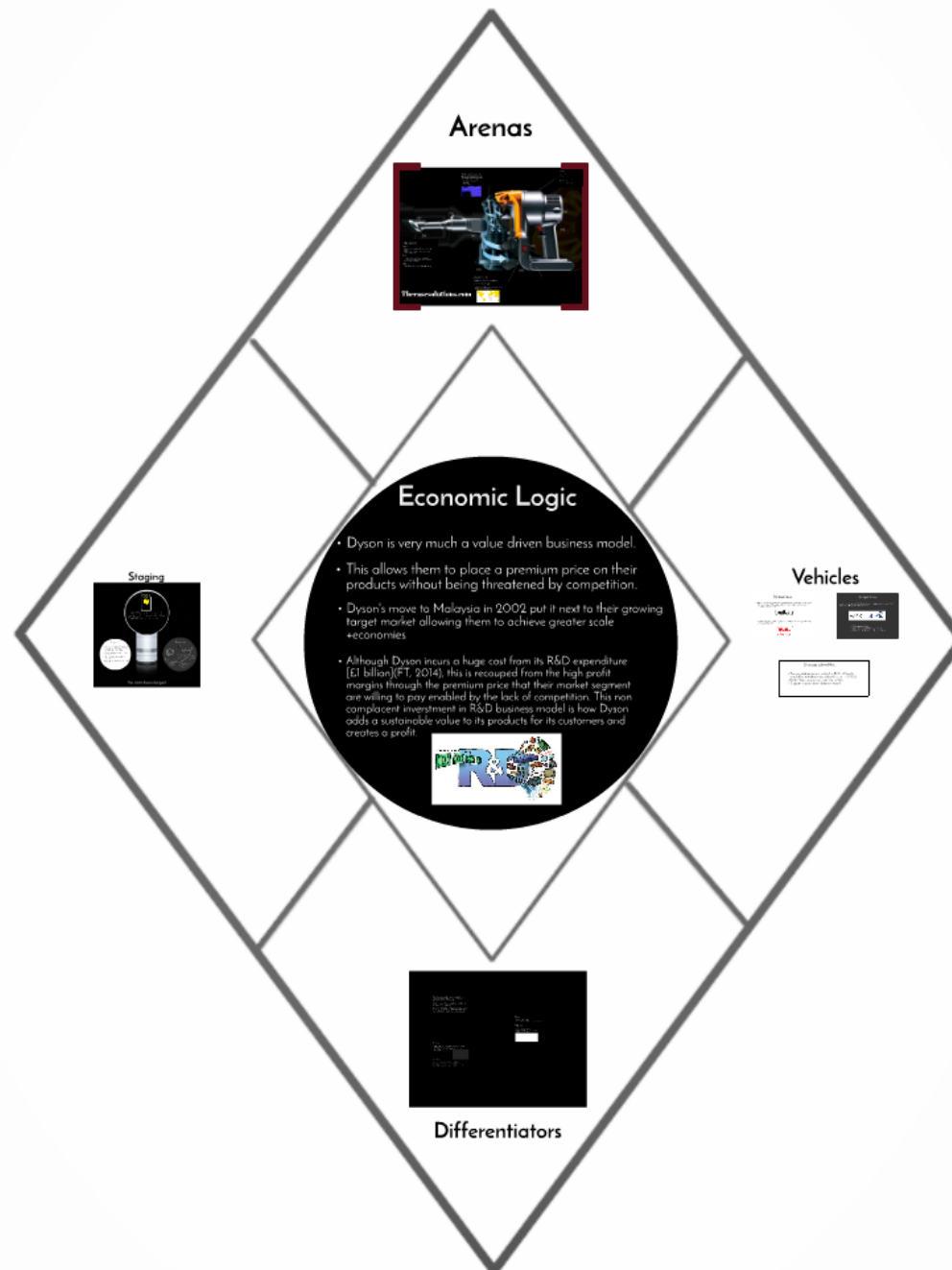
World Urbanization Trends



Global Middle Class Population (in Million)



# Hambrick and Frederickson's 5 major elements

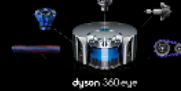


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#### Product and service categories

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- Consistently developing new appliances
- Expanding their range of vacuum cleaners
- Development of battery technologies for the battery industry
- Artificial intelligent business



dyson 360-eye

#### Channels

- Business to business
- Retail
- Experience stores
- Open 25 experience stores in mostly USA and China
- Online competition is eating up sales

#### Market segments

##### Customers

- Family groups who want to make easier the cleaning process
- Family groups who want to protect themselves from allergies and pollution

##### Business

- To improve work conditions and experiences of employees and guests in Airports, hotels, restaurants, ferries, concert buildings etc

##### Target

- 25 to 45 years old who value technology advances

#### Geographic areas

- Headquarter: Malmesbury, United Kingdom
- Global operator: 65+ countries
- Asia-pacific is their largest opportunity as they become urbanized and wealth increases.



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dyson 360 eye