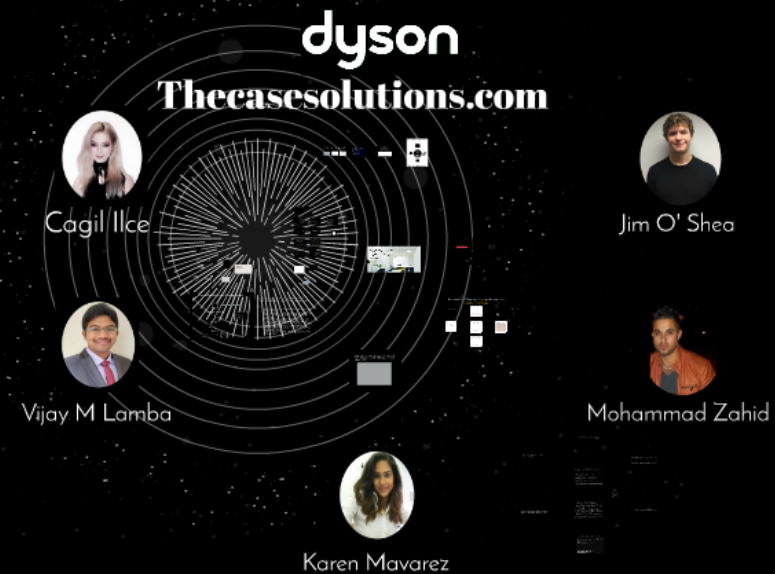


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The Newspaper Industry in Crisis



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The Newspaper Industry in Crisis



dyson

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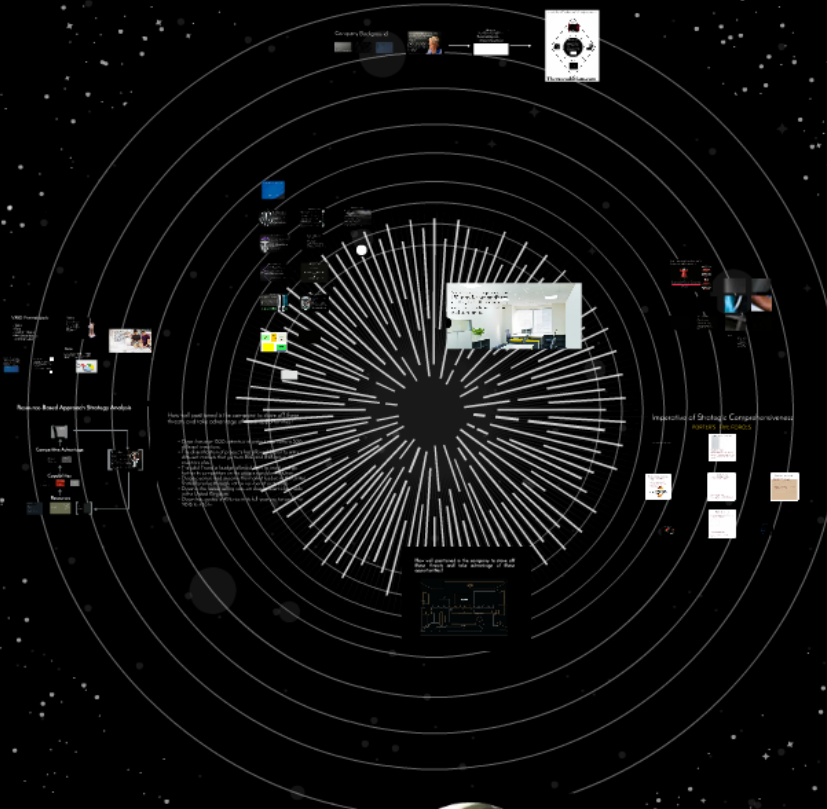
Cagil Ilce



Jim O' Shea



Vijay M Lamba



Mohammad Zahid



Karen Mavarez

1991

Founded by James
Dyson

1st

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?

Thecasesolutions.com

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



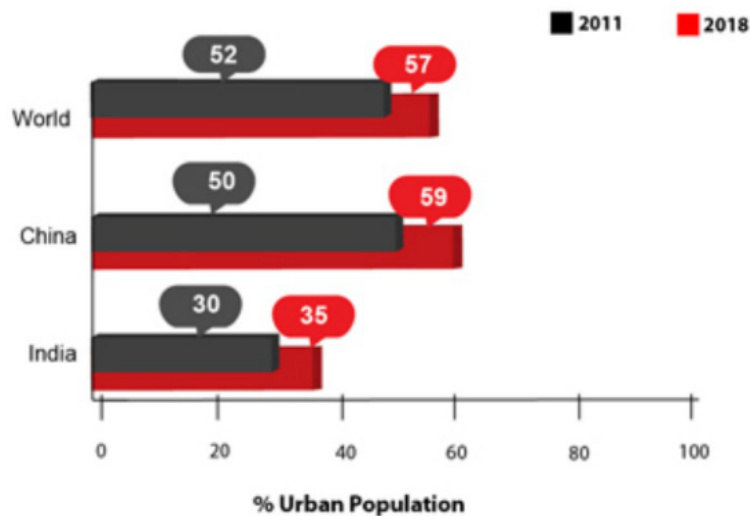
Objective

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

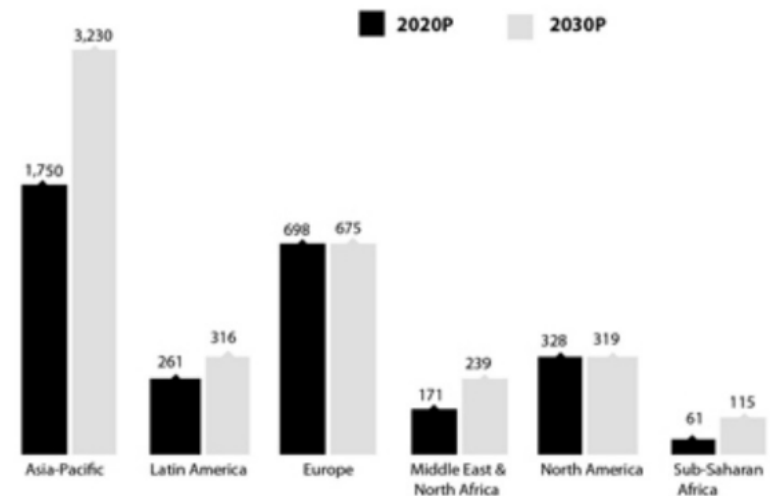
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- To penetrate the rapidly growing Asian-Pacific Marketplace (greatest opportunity)

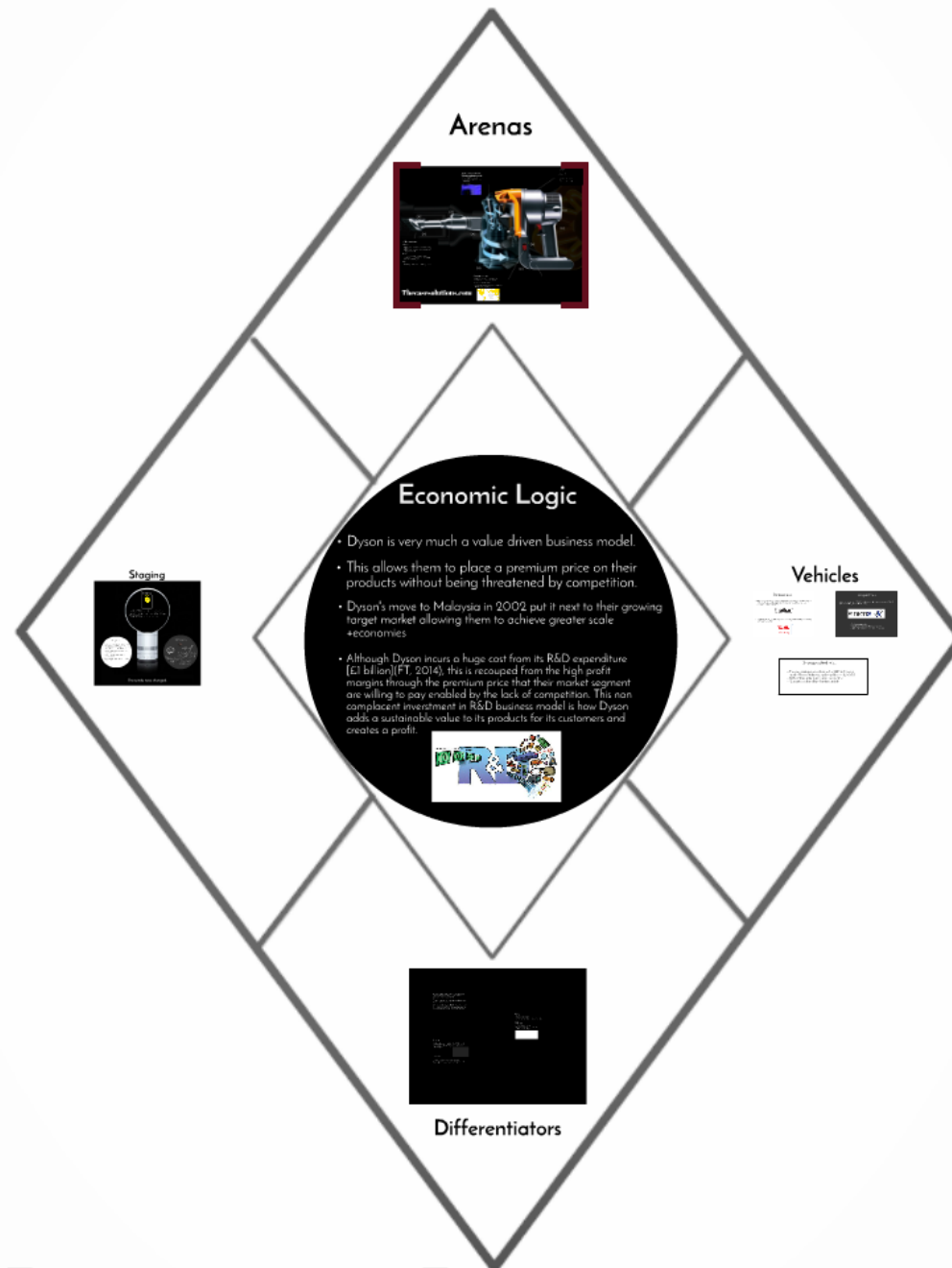
World Urbanization Trends



Global Middle Class Population (in Million)



Hambrick and Frederickson's 5 major elements

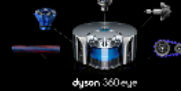


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Product and service categories

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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



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