BlackBerry market decline from a consumer segmentation perspective

Thanapol Somniyomchai, DM, id: 25131192
Why BlackBerry?
Why BlackBerry?
Why BlackBerry?

55%  18%

2009  2011

market share decline
(U.S. Manufacturer operating system share-smartphones)
Management Issue

1. Technology has changed

2. New competitors

3. Confusing segmentation
Management Issue

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   (operator >> hardware >> content)

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Management Issue

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U.S. Manufacturer operating system share-smartphones in the third quarter 2011

- iPhone: 28%
- Android: 43%
- BlackBerry: 18%
- Window Phone: 7%
- others: 4%
Management Issue

1. Technology has changed
   (operator >> hardware >> content)

2. New competitors

3. Confusing segmentation
   (fail to manage position & target consumers)

U.S. Manufacturer operating system share-smartphones in the third quarter 2011
Management Issue

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U.S. Manufacturer operating system share-smartphones in the third quarter 2011
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   (fail to manage position & target consumers)
Management Issue

Technology changed

New competitors

Confusing segmentation

Confusing segmentation
Confusing segmentation

Corporation work
BlackBerry Enterprise Solution
Confusing segmentation

The BlackBerry Social Network

Whether you use your BlackBerry for yourself, for your business or you're a developer, we have a number of local and global social communities for you.

Ordinary Play
BlackBerry teenagers
Confusing segmentation

“There's an internal war going on around the marketing message. Even the guys at the top don't agree.”

How RIM decide and choose who will be their right customers for BlackBerry service?

Research question

who?
Research Methodology

BlackBerry positioning VS real currently consumers who buy?
# Research Methodology

BlackBerry positioning  **VS**  real currently consumers who buy?

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Psychographic</th>
<th>Behavioural</th>
</tr>
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<tbody>
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consumer segmentation
## Research Methodology

### BlackBerry positioning VS real currently consumers who buy?

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**consumer segmentation**
## Research Methodology

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**Consumer Segmentation**
1. BlackBerry application questionnaire: in store
(reward: BlackBerry free credit)
Research Methodology

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2. BlackBerry focus group
   (in-depth consumer characteristics)
Research Methodology

1. BlackBerry application questionnaire: in store (reward: BlackBerry free credit)

2. BlackBerry focus group (in-depth consumer characteristics)

3. BlackBerry App World (application category usage, cost, download statistic)
Supporting theories

1. consumer segmentation
   - market segmentation
   - target marketing
   - brand positioning

2. consumer behaviour

3. user experience design
Outcomes with timelines

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<tr>
<th>Tasks</th>
<th>1</th>
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weeks to be completed
Key References


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