Olympus, The Way Back to Leader

Your Vision, Our Future

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DESIGN MANAGEMENT PATHWAY
INTRODUCTION

At first, olympus has been successful in the camera market for many years. This company always uses new innovation and creation to produce any new products to the market. Moreover, a good advertising by David Bailey advertising is another reason to make Olympus has become a strong company in camera market.

Now a day, olympus still send a new product in to market. However, to be able to support this issue they need to increase research’s budget by reducing budget for advertising.
MANAGEMENT ISSUE

Olympus is a first company who send mirror less camera into digital camera market.

Olympus use a mirror less camera to be a flagship product.

Now olympus to focus on research.

Olympus need to improve marketshare
RESEARCH QUESTION

Olympus should focus on Advertising or Technology research
RESEARCH METHODOLOGY

PRIMARY DATA

Questionnaire about
- Brand communication
- Brand image
- Competition

Focus group
Photographer (non serious user)
2nd DATA

- Annual Report
- Market Share
- Competitor
SUPPORTING THEORIES

Human behaviour
Brand strategy
Brand communication
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KEY REFERENCE

Best, K. (2006), Design Management, Switzerland: AVA Publishing SA

