

Olympus, The Way Back to Leader

OLYMPUS®

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.

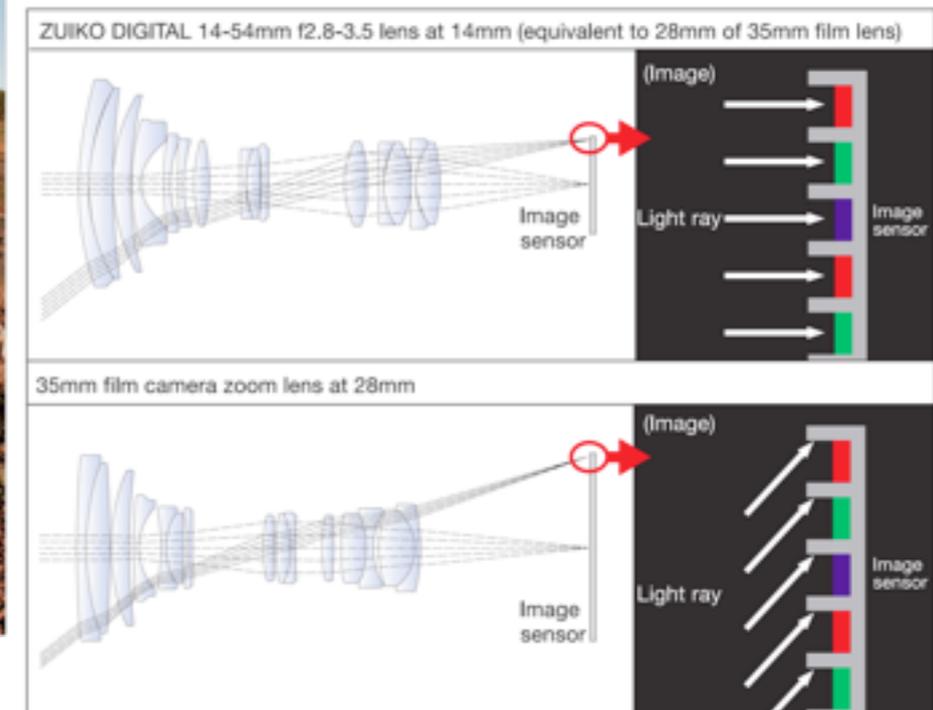
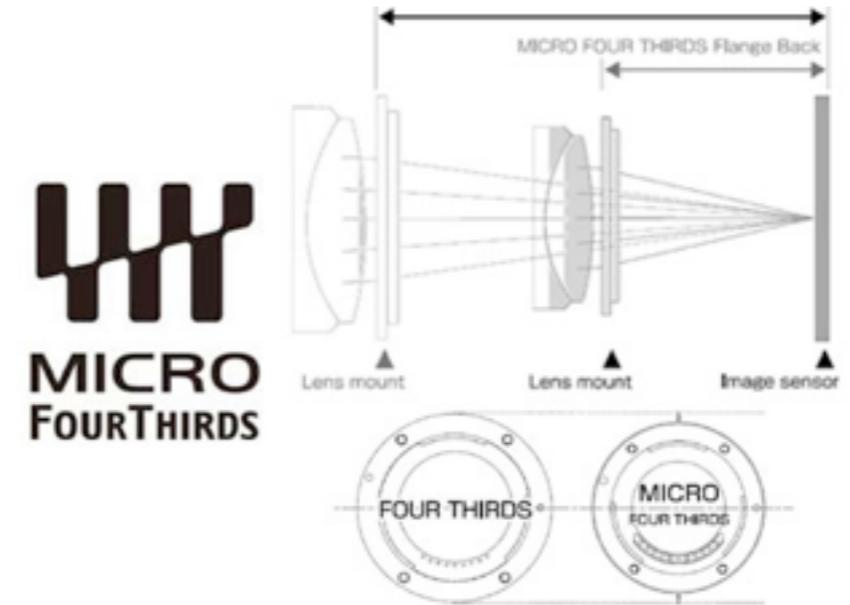
Now olympus to focus on research.

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



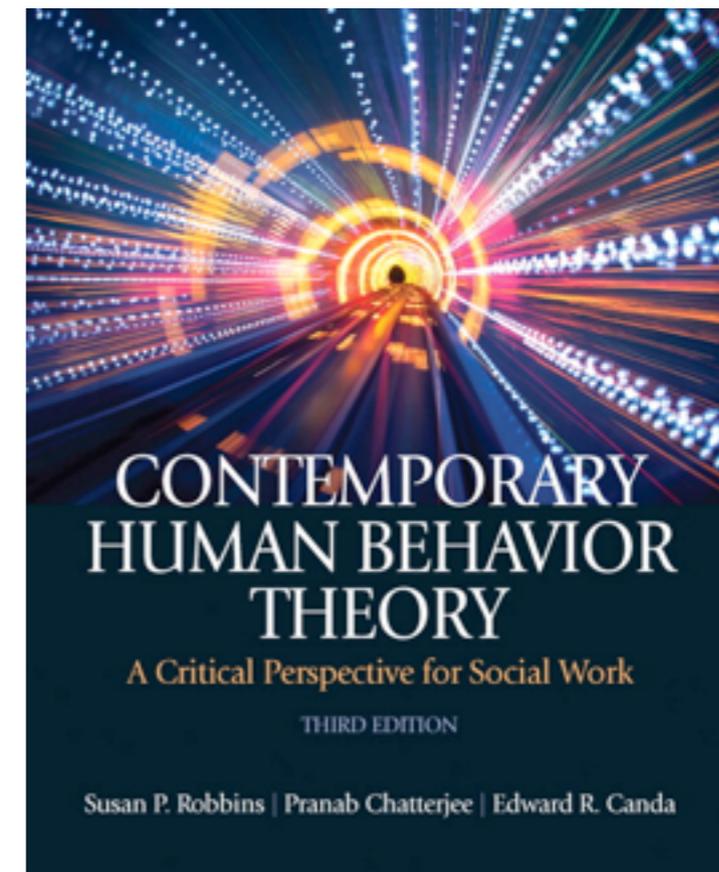
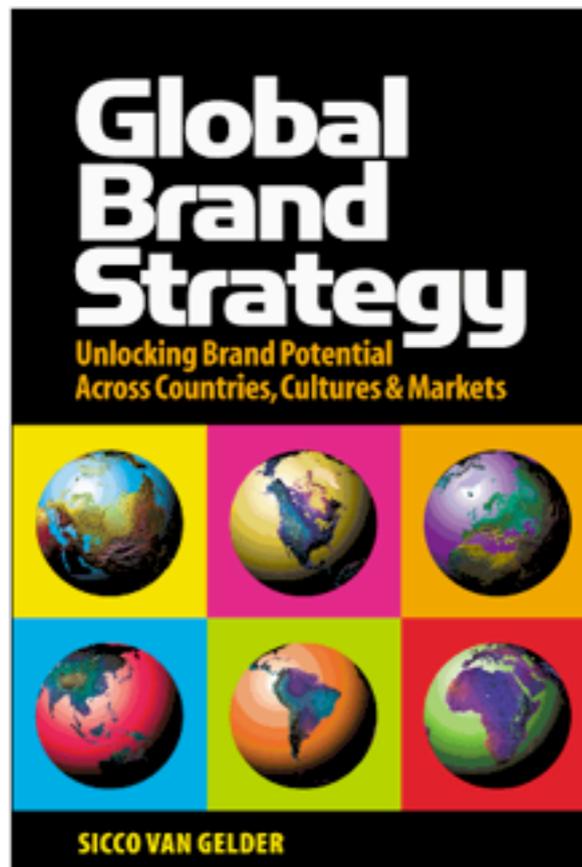
Focus group

Photographer(non serious user)



SUPPORTING THEORIES

Human behaviour
Brand strategy
Brand communication



TIME LINE

| TASK | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|-------------------------------------|---|---|---|---|---|---|---|---|---|----|----|----|
| Problem definition | → | | | | | | | | | | | |
| Research approach developed | → | → | | | | | | | | | | |
| Research design developed | | → | → | → | | | | | | | | |
| Data collection | | | | → | → | → | | | | | | |
| Data preparation and analysis | | | | | | | → | → | → | | | |
| Report preparation and presentation | | | | | | | | | | → | → | → |

KEY REFERENCE

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