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LEICA CAMERA COMPANY

INTRODUCTION

Leica Camera Company is one of the oldest and most respected companies in the field of photography and offers only the highest quality and accuracy of the picture. The case is centered on the firm's strategic management challenges in the successful continued positioning as the luxury brand amid these dynamics and challenges which include the emerging market trends and; technologies as well as the consumers' changing attitudes.

OPPORTUNITIES

This is the Swiss heritage, quality and precision reflected in the company's production process and product development. Cameras are another gadget it is well known for durability and the quality of images it offers by interest of photographers and photography enthusiasts.

CHALLENGES AND OPPORTUNITIES

One of the major threat arises due to the shift that the world is witnessing in the digital revolution with an increasing trend to owning Smart phones with better picture capturing abilities. It also poses a threat to the firm's core business of camera sales because of this trend.

CONCLUSION

In order to maintain its strategic management position in the photography world the Leica Camera Company has to find ways to bring more technology into the product while still maintaining a connection with its roots. If Leica will properly manage the challenges highlighted in this paper and reinforce the realized opportunities

RECOMMENDATION

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