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PARROT: NAVIGATING THE NASCENT DRONE INDUSTRY



The background of the slide is a detailed historical painting of a coastal city, likely Constantinople, viewed from a high vantage point. The city is built on a hillside overlooking a large harbor. In the foreground, several large sailing ships with multiple masts and sails are visible in the water. To the left, a group of smaller, rowing vessels is gathered. The city's architecture includes domed buildings and a prominent minaret. The sky is filled with soft, golden light, suggesting a sunrise or sunset. The overall style is that of a classical oil painting.

Introduction

Presently the use of drones has diversified over the years, each sector now ranging from recreational to commercial and industrial uses. This emergent market put Parrot in front of some obstacles and opportunities to define its role in the market with other players keenly competing and the general technology further developing.

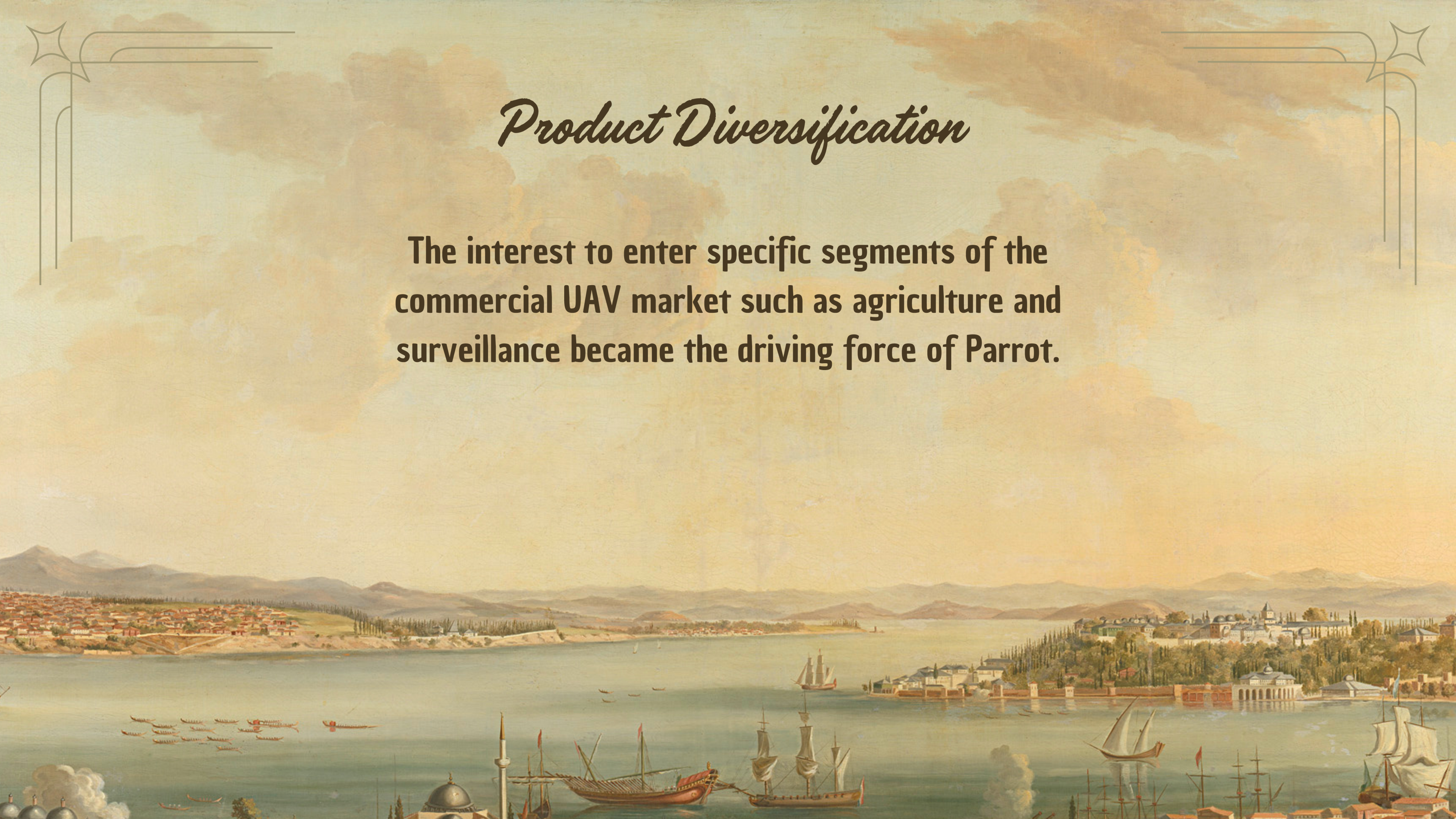
The background of the slide is a detailed historical painting of a coastal city, likely Constantinople, during the Ottoman era. The scene shows a large harbor filled with various sailing vessels, including galleons and smaller boats. In the foreground, several large wooden sailing ships with multiple masts and sails are visible. The city is built on a hillside overlooking the water, with numerous domed buildings and a prominent mosque with a tall minaret. The sky is filled with soft, golden light, suggesting a sunset or sunrise. The overall style is that of a classical oil painting.

Parrot's Competitive

Parrot aimed at top players such as DJI which offered high-performance drones, and entrants interested in specific segments. The company had its business model based on its determination to bring a competitive advantage with the focus on innovation in the software and connectivity concepts.

Product Diversification

The interest to enter specific segments of the commercial UAV market such as agriculture and surveillance became the driving force of Parrot.



Conclusion

The detailed analysis of Parrot in the context of new and growing drones industry gives great much understanding of strategic management decisions and innovations. Studying its strategy, clients will be able to identify successful patterns of operation in a highly competitive and unforgiving market.





Resource

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