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MINOLTA CAMERA REVISED



INTRODUCTION


The Minolta Camera Revised case presents and analyses complex problems of growth by Minolta, one of the leading camera manufacturers, that face difficult strategic position amid a growing competition. This case examines the various initiatives adopted by Minolta to sustain the value adder in the context of technological





MARKET ANALYSIS


The current market competition involves the distribution of new highly technological camera models by the industry's major players such as Nikon, Canon and Sony. The digital camera evolution of expectations affect consumer behaviour, changing Minolta's product offerings.





PROFIT AND VENTURING


The case also looks at Minolta's financial management teamwork and proposes that Minolta's management should prioritize R&D investment to encourage innovation. Expending resources in new technologies would help Minolta to improve its position in the battle against competition.





CONCLUSION

The Minolta Camera Revised case nicely illustrates the idea that a company must be prepared to adjust its strategic direction when industry changes. The strategic suggestions for Minolta are: continue the process of digital transition with high intensity, make customer-oriented innovation priorities, and actively work on partnership to take advantage of skill and market coverage.





RECOMMENDATION

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