

STRUGGLING BRAND (BLACKBERRY)



INTRODUCTION

BlackBerry case solution reveals the sources of the tremendous losses that affected BlackBerry Limited company that was once a leader in the Smartphone market. The case explores the root cause of the company's decline and looks at the specifics of the didactic strategies that can be put into practice to restore the brand's business.

BACKGROUND

Blackberry originally known as Research in Motion (RIM) was a firm that was one of the pioneers of the smartphone business with a focus on secure emails and outlook with a touchpad and QWERTY keypad. However, the newly developed touchscreen smartphone and the emergence of competitors, most notably Apple's iPhone and devices of Android systems radically changed the market.

CHALLENGES

The major problem that led to BlackBerry decline was the firm's failure to adapt to new innovations and market trends. The company has been rigidly oriented towards enterprise solutions and did not consider the developments of new touch interfaces and application ecosystems which led to the company's decline. Also, the company failed to promptly adapt to the increased emphasis on such factors as software and users, easily outcompeted by nimbler rivals.

CONCLUSION

This paper presents a detailed look at the BlackBerry case to understand the company's decline and offers actionable strategies for the company's future. The case of BlackBerry should remain open for learning because the introduction of innovation coupled with the change of market direction, provides BlackBerry the avenue to reinvent itself and regain lost ground in the technology industry.

RESOURCE

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: Visit thecasesolutions.com for detailed analysis and more case studies.