



Ducati Harvard Case

Ducati is looking to continue to drive growth by taking market share from current competitor Harley Davison. The firm plans to attack the market niche of Harley Davison with the Ducati interpretation of its cruiser. This is a misguided way to drive sustainable growth in the long term. Harley Davison is a major American motorcycle manufacturer, and dominated the U. S. heavy weight motorcycle market. In 2000m Harley produced 204,500 motorcycles a 15. 5% increases over 1999. Relative to other major motorcycles producers, Harley had more modest global presence.

Despite its strong focus on the American market, it recently increased its presence in Europe by fine-tuning some bikes to fit European taste. Experts consider Harley-Davidson the prototypical example of a "lifestyle" company. The choice to expand the business is wise, but venturing into the cruiser market would not be a good idea. For starters, the cruiser market has been dominated by Harley Davidson since it began in 1903. Harley has seen 15 consecutive years of record revenues and net income, making it an extremely successful and powerful company.

They emphasize their focus on the American market and represent a social and cultural phenomenon that no motorcycle company can compare to. Not only would Ducati have to compete against the strongest brand in the industry, but there are many other competitors in the cruiser category already. BMW, Honda, Kawasaki, Suzuki, and Yamaha all offer products in that category. Entering a market with such domination would be extremely tough and risky. As we can see in the Exhibit 1 the market share from all of the competitors in the Ducati market has maintained virtually the same. There is a slight change of market change over the years.

However, most of the spread of the market share has been relatively the same. We can also see on Exhibit 2 that the over market registrations has increase substantially since 1996. Since 1996 to 2001 the number of registrations has increased from 940,000 to 1,500,000 million. This is an increase of a total of 62%. However, Ducati has only show an increase from 5% to 7% and hopes in the long term to captures 10% of the market share. Ducati competitive advantage derives from its involvement in the performance type motorcycles and has a real competitive advantage through them.

It has a good team of engineers that have a passion to produce high performance products. Ducati own a strong brand name and culture that increased the number of Ducati's loyal customer fans. If the firm invests more on R&D, Racing, and Promotion the firm will be able to continue to provide great customer service and support to loyal customers increasing the brand's loyalty, and sustain current brand name and strategic strength. They have been able to introduce new technology into the market a lot faster than the competition. There are three elements that allow Ducati to be successful.

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Royal Enfield Greg Pullen,2021-04-26 Royal Enfield s famous motor made like a gun hints at the factory s origins but few appreciate that it is the oldest motorcycle manufacturer in existence that can boast of continuous production In addition its famous Bullet can claim the longest motorcycle production run of all time Greg Pullen charts the rise fall and rise again of Royal Enfield from the company s pre motorcycle beginnings in Redditch through the impact of two World Wars the importance of exports to India and subsequent establishment of factories there to changes in ownership recently launched models and new concept bikes for the future With 190 colour photographs this book includes the V twins from the 1930s K and KX range to a glimpse of the concept V twin shown in 2018 the singles from 2 strokes to side valve 4 strokes and the ohv version that first used the Bullet name through to the new singles built in India The British Bullet its arrival in 1948 and production in the UK the original orders from India and subsequent setting up of production there are discussed The 250s 1958 68 including the Turbo Twins and the big twins from the 1948 500 Town to the final interceptor in 1970 including the 800cc prototype and the Clymer Indians are covered The new twins the 650cc Royal Enfield interceptor and Continental GT twins and the Bobber concept bike are discussed Competition success is covered with notable ISDT achievements star rider Johnny Brittain and racing the big twins and Geoff Duke in the GP5 Finally the British factories and the new opportunities with the Indian factories are remembered

Product Innovation Management Stefano Biazzo,Roberto

Filippini,2021-07-02 This book offers new insights into the complex set of activities and decisions of product innovation management It provides concepts methods and tools that can help accelerate the introduction of successful products to the market in an increasingly competitive and changing business landscape It also offers examples and case studies and it is the result of more than 20 years of study research and consulting carried out by the two authors in the field of innovation management The book discusses the demanding challenges of product innovation and offers practitioners guidance on how to respond to these challenges It presents a three level framework the innovation pyramid which reflects the core components of a firm s innovation capability first intelligence absorbing information and knowledge from the outside world by looking beyond the familiar territories of the current market technology and customers second discovery exploring opportunities for innovation through creative ideation and technology experimentation and third development transforming opportunities into profitable new products and services

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Business School, **My Learnings from Disruptive Strategy Course at Harvard Business School** Shashi

GONELA,2018-06-21 This Book has my answers and learnings from Disruptive Strategy course at Harvard Business School summarised and put in an orderly fashion for learners to digest the information Now a days knowledge about Innovation and Entrepreneurship is highly sought after by bright students in Business studies from all around the world Innovation drives company growth and revenue and is key for organisational performance and to get a competitive advantage I hope this book

supports and distributes knowledge to those bright students in Business studies who cannot go to Harvard to study for reasons of not having enough money to attend the School *The Case Method at the Harvard Business School* Malcolm Perrine McNair,1954 **Harvard Business School Case Studies** Harvard University. Graduate School of Business Administration. Division of Research,19?? *From Inquiry to Action* ,2022 Catalog issued in conjunction with the exhibit From inquiry to action Harvard Business School the case method March 2022 December 14 2022 **Hoy & Company** Harvard University. Harvard Business School,1968 **Case Studies** Harvard Business School,University of Navarra. International Graduate School of Management,Richard Ivey School of Business,1995 Harvard Business School DECsystem-1091 User's Guide Harvard University. Graduate School of Business Administration. Division of Computer Services,Cora H. Bartholow,1979 **Harvard Business School Case Preparation Manual** Harvard University. Graduate School of Business Administration,1968 *Center-Cut Solution* Firnstahi,1993-01-01 **Harvard Business School Executive Education** John Deighton,2010

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