GEEK SQUAD (CASE 3)

Scanning The Marketing Environment



GEEK SQUAD

AGENTS

"We're like Dragnet; we show up at people's homes and help."







IN 2002

about \$ 3 million



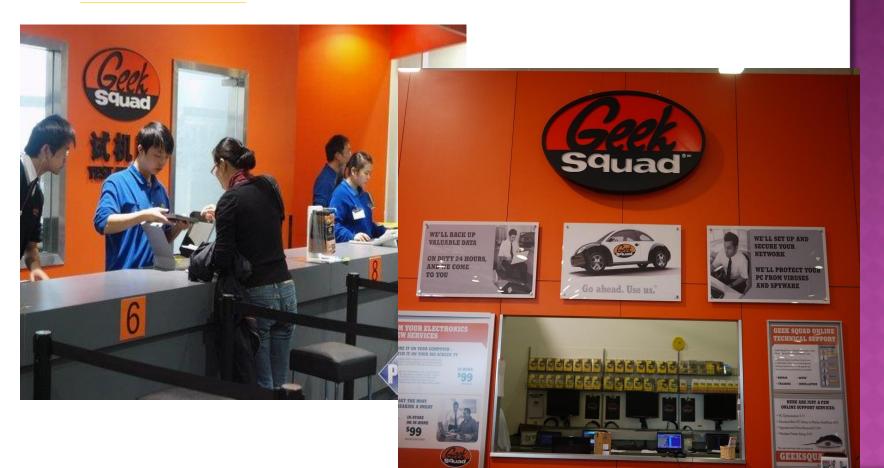


CHANGING ENVIRONMENT

- technology
- demographics and culture
- competition, economic, and regulatory environment. (Dell-On-Call service)

GEEK IN CHINA AND CANADA

http://v.youku.com/v_show/id_XMTY1MTQx OTk2.html



TECHNOLOGY CHANGED THE WORLD

- 1 what are the key environmental factors that created an opportunity for Robert Setphens to start the Geek Squad?
- 2, what changes in the purchasing patterns of all consumers, and women made the acquisition of Geek Squad particularly important for Best Buy?
- geek is the new chic

QUESTION DISCUSS

- 3,Based on the case information and what you know about consumer electronics, conduct an environmental scan for Geek Squad to identify key trends. For each of the five environmental forces(social, economic, technological, competitive, and regulatory), identify trends likely to influence Geek Squad in the near future.
- 4, what promotional activities would you recommend to encourage consumers who use independent installers to switch to Geek Squad?

FUTURE

Saving the World One Computer at a Time. 24 Hours a Day. Your Place or ours."

thanks to the participation of all members of this event

JING TAO KAZUHIRO