

# 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)





# 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**