



CANON Inc. Any chance to beat its global competitors?

By Matthias Beer

Grin Verlag GmbH Okt 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: 2.0, University of applied sciences, Munich, course: Corporate Strategic Management, language: English, abstract: Canon's strategies have been very effective in balancing growth of market share and profitability of the company by controlling a significant share of focused niche markets in the imaging industry. Canon's strategic challenges involved identifying the markets in which it intended to compete and developing competitive advantages to allow the firm to balance market share and profitability growth within these markets. In the late 1960s, Canon initially adopted a business-level strategic vision of focusing on the small photocopier niche that was underserved by its major competitors using a technology that was totally different than the existing technologies used by the competition. The strategic vision provided direction for Canon's strategic planning process. At the same time, the corporate planning process was flexible enough to allow Canon to recognize and exploit opportunities in related markets over the long run and to adopt the corporate strategy by diversification...



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