

addition which ended the Israeli diamond business. Consequently, diamond prices went down enormously.

Later, new diamond mines discovered in Western Australia. De Beers rapidly got a hold on them with little obstructions.

In Zaire, empire of De Beers ended as president of Zaire refused to renew the contract. Also in Africa, De Beers empire seemed to be ceased sooner.

This historical empire appears to collapse by next coming years.

Limitations:

1. No brand name:
De Beers did not give a specific brand name to its products. Doing so would have helped them in boosting up their sales.
2. Patent rights: De Beers could have opted to take some patent rights for its luxurious diamonds.

Strengths:

1. Single distribution channel: De Beers used a policy of distribution through a single channel so as to influence its control over its operations.
2. Quick actions towards emerging threats: As soon as new competitors enters the market, with no alternative left, De Beers had to acquire the competitor in order to maintain the illusion of price stability to prevent the situation of chaos in the market.
3. Effective advertising strategies: De Beers made an handsome amount of investment to advertise its products which was the key reason of its success all over the world.

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