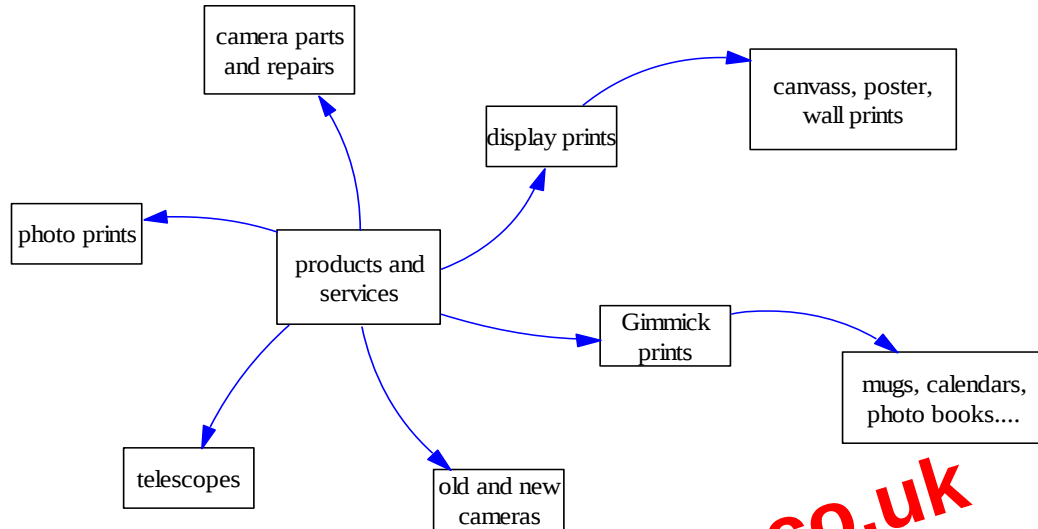


The company tried to overcome its problems by expanding internally; selling new products and services. They aimed at a wider market of customers instead of only rich people or professional photographers.



2. Lowering prices

External expansion: Another way in which they expanded their market is by offering a lower range of public affordable cameras. In 2009, Amy Wilson from the telegraph found that 'The average price of a camera sold by Jessops was much higher than the market average, at £228.98 compared with £132.95. The retailer had to bring in a range of cameras for less than £100 during the year, because almost half the market now falls into that price range'. This tells us there was a drastic drop in prices. Furthermore, using the price comparison site (Pricerunner.com, 2012) it is clear that Jessops is currently one of the best priced companies to buy camera equipment from as well as finding many reports complimenting Jessops high quality service. So why is Jessops not excelling over competitors?

Jessops is still associated with its original brand image.

I created a survey consisting of three questions;

1. Have you heard of Jessops?
2. Would you shop in Jessops?
- 2a. Why?

See.....

From the results I found;

This method of working backward proved successful in my analysis. Starting at one of the main issues, 'Not enough customers', I could find a web of reason why this problem exists including;

1. customers found prices were too expensive
2. People had not heard of 'Jessops'

Cameras weren't as popular

E.c.t

Then I stepped backward again to find the greater reasons why these problems had occurred and that was when I saw;

1. The expense may be due to the recession (people are more careful with what and how they spend their money).
2. Lack of advertising
3. Development of technology-new and combinations of technology meant cameras were unnecessarily dated and not much better than cameras found in some phones.

I felt these problems were already causing drastic consequences. Jessops had already recognised some of these problems and were trying to solve them, however their solutions were proving unsuccessful. Why?

I looked into this and found,

They were doing too little too late.

They were not making customers aware of their efforts to change e.g. lowering prices, new products and services.

From this analysis the solutions were clear;

To Reduce prices,

To advertise allot more in many medias to insure everyone is aware,

To draw customers in through promotional offers e.c.t,

To branch out into new technologies such as camera phones that are in high competition with cameras at the moment.

To focus on online sales so online store advantages do not override 'Jessops'.
e.c.t

I learnt that Problems are easier to solve working backwards from the basics and webbing out. This will help me analyze future problems for causes and solutions. I also learnt that most problems are rooted by external changes in the environment, culture, development, financial situation, political situation and social situation.