

## **Session 02.**

### ***Barco Projection Systems: Worldwide Niche Marketing (F, February 4)***

#### **Discussion Questions**

1. (Company skills) What are Barco's company skills relative to the projector market? What have been its marketing and product development strategy?
2. (Competition) What are Sony's company skills for the projector market? What has been its marketing and product development strategy?
3. (Customers) Who are Barco's customers and what do they want from Barco?
4. Has Barco followed marketing and product development strategies that are consistent with its company skills, especially as compared to competition?
5. (Product Development) On which products should Barco allocate its development efforts?
6. (Pricing) How should Barco price its products in its line?

#### **Case Reading**

Barco Projection Systems (A): Worldwide Niche Marketing (9-591-133)