



Business Report Microsoft Xbox. Marketing concept and strategy

Stefan Lacher, Florian Roth, David Schumacher, Florian Keller

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Seminar paper from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: High Distinction, Deakin University (Faculty of Business and Law), course: Marketing Management, language: English, abstract: By launching the game console Xbox, Microsoft did not only introduce a new product but stepped into a totally new market where there company did not have any experience yet. Although they had a huge marketing budget, they focused on spending it as effective as possible. Therefore Microsoft's marketing team had to find out, who their target customers are and with what marketing strategy they could reach their challenging goal to become leader in the game console market. But has their way of segmenting the market and choosing a marketing mix for the Xbox really been successful? The Marketing concept consists of three principles that hold that achieving organizational objectives require determining needs and wants of targets markets and delivering the desired satisfactions more effectively and efficiently than competitors do (Hoffman et al 2003, pp.10-11). Microsoft took advantage of all three principles. Microsoft did put enormous effort in identifying potential customers' needs. The research was concentrated on so called "hardcore gamers" who spend more than 25 hours playing a week. This group was seen as early adopters as well as opinion-leaders. Of high importance were an appealing design to young customers and performance like speed of the console and high quality of audio and graphics. [...]

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