

Kodak EasyShare Gallery: The Importance of Strategic Decision Making

Abdulrahman Alrashed
The University of Tampa

Alan Demo
The University of Tampa

Kelly Flynn
The University of Tampa

Sarah Linthicum
The University of Tampa

Keith Schott
The University of Tampa

Erika Matulich, Ph.D., PCM
The University of Tampa

Raymond Papp, Ph.D. (contact author)
The University of Tampa

Abstract

Kodak, a pioneer of the photographic industry throughout the last century, entered the online photo sharing market with great fervor but experienced difficulties early on. In the following years Kodak's strategic decisions led to the rapid demise of their EasyShare Gallery. This case illustrates the pitfalls of failing to understand customer needs and wants. The case discusses the importance of understanding strategic marketing, illustrating the significance of brand equity, and understanding the significance of research, implementation, and evaluation of the target market.

Keywords: marketing, Kodak, social networking, online gallery, photo sharing, marketing research, customer value, core competencies, customer service, EasyShare, pricing strategy, chapter 11 bankruptcy, Shutterfly, Ofoto, Victor Cho.