

RIM: the BlackBerry PlayBook - business or consumer market?

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ABSTRACT

Choosing the right target market is critical to every business, particularly companies in an industry that changes rapidly such as the Smartphone industry. This case examines RIM's choice of target market for the BlackBerry PlayBook as the company enters the tablet industry. This case has three specific goals: to identify the process RIM used in choosing a target market, to examine the efforts that RIM made in order to maximize market share, and to discuss the potential market strategies to reach the target customers. After examining RIM's position in the Smartphone industry, RIM should use the competitive advantages they have in the business segment effectively and build a strong relationship in the B2B market. The case also suggests that RIM's new PlayBook Tablet should focus on the business market and specifically target business workers. In conclusion, RIM needs to identify target market selection more accurately and target the PlayBook accordingly in order to compete in the tablet market.

Keywords: Blackberry, RIM, PlayBook, target market, Mike Lazaridis, Jim Balsillie, competitive advantage, market share