

LONDON OLYMPICS CASE SOLUTION

London Olympic Case Study_draft Work - Free download as Word Doc .doc / .docx), PDF File .pdf), Text File .txt) or read online for free. Case Work - Study.

Dugan, E. Business case study paragraph by paragraph mapping will help you in organizing the information correctly and provide a clear guide to go back to the case study if you need further information. Refine the central problem the protagonist is facing in the case and how it relates to the HBR fundamentals on the topic. The pricing strategy has to vary by sport. Be very slow with this process as rushing through it leads to missing key details. If you price the tickets too low for a popular event, you will likely miss an opportunity to generate revenue. While the PR group wants to position the Games as Everybodys Games which means a portion of tickets would have to be at prices locals and the public could afford. My case study strategy involves - Marking out the protagonist and key players in the case study from the very start. Reading up the HBR fundamentals helps in sketching out business case study analysis and solution roadmap even before you start reading the case study. If you able to provide a detailed implementation framework then you have successfully achieved the following objectives - Detailed understanding of the case, Clarity of HBR case study fundamentals, Analyzed case details based on those fundamentals and Developed an ability to prioritize recommendations based on probability of their successful implementation. Williamson must set prices that reflect the popularity of the sport, generate revenue, and ensure attendance to the Games all while staying within the boundaries of EU law, which prohibits the LOCOG from offering discounted prices to local but not other EU citizens. It will balance popularity, fan base, interest, and ability to market. What are the implications of the tradeoffs First, the fact that the Games will be broadcast to approximately 5 billion television viewers, having half-empty arenas would give the impression that ticket sales were poor even if they were not and would significantly impact the atmosphere and enthusiasm effect the LOCOG wants to achieve. Do you consider that the Games were a sustainable event? In some cases you will able to find the central problem in the beginning itself while in others it may be in the end in form of questions. What are the characteristics of a good pricing strategy? Williamson could follow the approach as outlined in Exhibit 9 of the case which uses pricing tiers to the approach to setting the prices for the various sporting events. The Sydney Games on the other hand were inspiration to the team for managing ticket revenue. Print Loading The bundles range from one sport to a combination of multiple sporting events. Ultimately, the London Games success and perception of success from viewers and participants resides in meeting the specific needs of each in ways the maximizes stakeholder expectations. Step 10 - Critically Examine The London Olympic Games case study solution After refreshing your mind, read your case study solution critically. Economically, the Games occurred during the recovery from the global financial crisis of , and many people felt that the approximate cost of GBP10bn to be too high, despite the lasting benefits to the environment and the future of the economy. Tickets must be priced in a reasonable manner, as to attract the fans to purchase them to attend the event in person. London has great wealth and experience in putting on large events and is used to welcoming visitors from around the world, so it was organisationally capable of running the Olympics. All of the price strategies were used to increase the number of tickets sold and to increase attendance for each event. Often history is provided in the case not only to provide a background to the problem but also provide the scope of the solution that you can write for the case study. Sources Anonymous, no date. The tradeoffs Williamson faces are numerous, for example, hitting the ticket revenue target but with a slumping attendance rate percentage. While, the LOCOG is mainly focused on ticket sales and revenue, they should implement a solid marketing campaign that focuses on selling the tickets to fans loyal to the particular sport. To avoid this problem, the committee let the ticketing of every sport stand on its own, creating 26 different pricing plans detailing how tickets should be promoted and sold to the appropriate target markets. What are the tradeoffs that Williamson faces? In reviewing the tradeoffs, one great concern is empty seats. Olympics legacy: Did the Games succeed in rejuvenating East London? Time line also provides an insight into the progressive challenges the company is facing in the case study. However, many people feel that the London Games were overall a success, and provided a benefit to the city. Global Cities After all, they financed and endured the construction. In fact, during the Olympic games in Beijing, many venues were sold out, but were plagued with half filled stadiums. And considering the benefits to be

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gained by increasing the pool of value in the marketplace and sharing it with customers, any firm that is not evaluating its pricing through a shared-value lens should ask whether it can afford not to. Step 8 -Implementation Framework The goal of the business case study is not only to identify problems and recommend solutions but also to provide a framework to implement those case study solutions. Strong ticket sales will earn revenue for the Olympic games, but poor attendance will create a public relations issue. Are there price constraints on any sports? Explain your answer. Athens is a small city and had limited capacity of the venues and Beijings ticket prices were artificially low in an attempt to make them affordable to locals.