Eastman Kodak Co.: Funtime Film

While Eastman Kodak still maintained a dominant position in the United States film market in 1993, its share had declined to 70% from 76% only five years earlier. This erosion was at the hands of Fuji which held the # 2 position at 11% share and private label suppliers. Some observers felt the film industry had become more commodity-like as actual performance differences between brands became insignificant. To deal with this eroding share position, Kodak management was preparing to launch a “fighting brand” called Funtime to compete with less expensive rivals.

Read the case, discuss with your group and answer the following questions:

Q1) Using a **5C**'s analysis, diagnose the reasons for Kodak’s market share loss.

Q2) Using the perceptual maps framework, evaluate the general concept of Funtime proposal and its implementation details given consumer behavior. Is the positioning appropriate?

There is no required formatting from my side e.g., you do not need any abstract/ summary etc. - just answer each question separately and completely.

You can organize your answer as you like to improve overall presentation clarity and quality. As necessary, feel free include tables/figures to improve the quality of your presentation.