xerox

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A Case Study on Brand Perception

An Overview of Xerox

Xerox India, a part of Xerox Global worldwide, is ranked 145th in the fortune 500 list with a turnover of more than USD 17 Billion. Xerox is a leading name in the Print Technology and Document Management solutions industry with three clearly diversified business groups addressing varied products and solutions - the Office Business Group, the Production System Group and Xerox Global Business.

The Office Business Group is into the marketing and selling of office products like MFDs, printers and copiers. The Production System Group focuses on the marketing and selling of high end print and production equipment. Xerox Global Services is into the solution and service business of document management and outsourcing.

Xerox has gone through a major transition in the last 5 years, moving from a single product company to multi product focus, from inkjets to lasers, from analog to digital, from black & white to colour printers, etc.

Key Reasons for Xerox's Success*:*

Xerox was successful because it developed a strong brand and an enviable position with high end customers. Manufacturing excellence, total customer satisfaction and leading customer services underpinned the Xerox brand.

The Problem

Xerox started almost 25 years back in India with a single product focus in the copier business. Over a period of time, the Xerox brand has become synonymous with the copier and became a generic name. Today, Xerox has a clearly demarcated business addressing varied needs of different target audiences. The strength of Xerox = Photocopiers is not relevant today and has become a challenge. In essence, despite the diversified product range and varied solutions, consumers still perceive Xerox as a photocopier company. (For more details, please see the attached .ppt file and the company's website.)

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Challenge for Xerox

The Xerox brand has become noun, verb and adjective… Due to changing market dynamics, Xerox's line of business through which it attained its 'generic' brand stratus is not relevant any more. Its acquired strength has now become its biggest hurdle - for it to evolve with time as customers still perceive it as what it used to be.

At Xerox, changing gear and diversifying is in full swing, but changing perception is the biggest hindrance for an accelerated move.

What strategy would you adopt to address this dilemma?

Would you continue to leverage the strength of the copier image or completely move away from it?

What platform you would like to build in the minds of the consumers?

With diversified business groups focusing on different products and addressing varied needs of a wide target audience, what would be the single minded proposition you would convey to the customers about the brand?