

# The\_Kollektion\_Case\_Study.edited.docx

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**Case Study Analysis**

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## **Case Study Analysis**

### **Question 1**

Lovin identified a commercial potential to distribute music "mashups." There were already several internet music blogs, but they lacked both style and speed. He recognized an opportunity to design a well-organized, visually appealing, and functional website. Lovin had the edge over the other online music blogs since he had site design skills. Unlike other high school or college students' blogs, he understood enhancing search results and generating traffic. The Kollection was a good fit for the net benefit startup (Hitt et al., 2007). The business concept wasn't very novel, but he provided a superior version of the previously available. He seized the chance to be a part of internet music when it was just getting started. Unlike his competitors, though, he provided it in a well-designed and well-organized manner. Several factors led to The Kollection being superior to other blog sites: the website benefitted from Lovin's website design skills. Free and quick downloads were accessible through Soundcloud and the library of music articles available from Lovin's authors.

### **Question 2**

#### **SWOT Analysis**

##### **Strengths**

- Lovin had a one-of-a-kind blog/website.
- Lovin enjoys music and maintains a blog/website.
- Lovin has three years of expertise in web development and design.
- Lovin enjoyed reaching out to people.

##### **Weaknesses**

- A blog/website is not necessarily user-pleasant for individuals who do not use computers daily.
- There is no protection. Individuals can duplicate what others have written on their blogs.

#### **Opportunities**

- The collection is expanding and may eventually become a more prominent blog/website.
- The Kollektion goods have the potential to grow into a broader range of clothes and other apparel.

#### **Threats**

- Copyright dates are a threat.
- Other music-related websites
- Other music blogs
- Others who share his viewpoints.

The startup's strengths might be fabricated by ongoing to satisfy the visitors with song blogs. He should carry on writing around music and posting tracks by musicians. When individuals interact with them, the viewers appreciate it. Kollektion's shortcomings should be handled by creating a comprehensible blog site for individuals that do not blog regularly. Also, copyright should be included in everyone's blog. Although the majority of blogs are personal thoughts, you don't want someone copying your work. This research shows that The Kollektion has a bright future. It began as a music blog/website, and yet they still also sell apparel. On the contrary, the threats that put the enterprise most at risk are other music blogs, related websites, and extensive libraries because they will receive the most guests on their sites.

#### **Question 3**

Lovin's broad-based techniques at The Kollektion include differentiation-based strategies and focus strategies. Lovin uses the two techniques to distinguish himself from the other websites out there. Similarly, he is concentrating on tracks to help other people. The two techniques are the most operative ways to stationing the firm since all the necessities are realized.

#### **Question 4**

At the time The Kollektion originally started, the initial first weeks remained vicious. However, this did not deter Lovin from posting about music. In August the same year, The Kollektion had 2,800 hits. The website then had 85,000 visits in September from those looking for fresh music. It eventually surpassed 200,000 visitors in October. Additionally, The Kollektion had hit its height in 2011 with 30,000 views every day and nearly 1 million visitors every month. The Kollektion's commercial prospects started with an incredible opportunity. Later on, as music blogs grew prevalent and competitiveness increased, The Kollektion's commercial prospects declined. The Kollektion's industry demand also indicated that many more dangers were associated than profits being realized. As the competition for music blogging increased, so did the hazards. Lovin's guidance in The Kollektion is and has always been present. He is enthusiastic about what he has contributed to the website. The commencement of the initiative was excellent and guaranteed a lot till people started to write concerning music more often.

#### **Question 5**

I would advise Lovin to make his web pages as distinct as probable from the further music blogs out there. Keeping his website distinctive will continuously draw more attention and give people a reason to return. He should also improve the usability of the blog/website.

### References

Hitt, M, Ireland, D, & Hoskisson, R. (2007). *Strategic Management Competitiveness and Globalization: Concepts and Cases*. Cengage Learning, Inc.

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