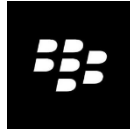


Strategic Plan Outline

Blackberry



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1. Executive Summary

BlackBerry® devices are becoming ubiquitous throughout the enterprise, as organizations improve employee connectivity and communications. The BlackBerry® Enterprise Solution—designed and manufactured by Research In Motion (RIM)—is a flexible, Information Technology (IT)-friendly solution that provides mobile users with secure wireless access to their enterprise email and critical business applications.

The BlackBerry Enterprise Solution can be augmented with two-factor authentication solutions from RSA Security. The combination of the BlackBerry Enterprise Solution and RSA Security's SecurID® two-factor authentication solution simplifies secure wireless access to enterprise applications and network resources. IT can implement two-factor authentication to allow mobile users to access applications developed and optimized for BlackBerry devices, and mobile users can benefit from the convenience of device consolidation by leveraging two-factor authentication software tokens loaded onto their BlackBerry devices.

2. Mission Statement

“Blackberry is the leading designer, manufacturer and marketer of the innovative wireless solution for the worldwide mobile communications market. Through the development of integrated hardware, software and services that support multiple wireless network stands, RIM provides platforms and solutions for seamless access to time sensitive information including email, phone, text messaging, internet and intranet-based applications.”

3. Internal Analysis

Strengths

- Highly secure phones

- Strong focus on narrow customer segment

Weaknesses

- Inability to market the brand

- Dependent on government and corporate contracts

Poor presence in the tablet market

4. External Analysis

Opportunities

Growth of tablet and smartphone markets
Strong growth of mobile advertising market
Increase demand of cloud based services
Obtaining patents through acquisition

Threats

Rapid technological change
Saturated smartphone markets in developed countries
Increase competition for government contracts

5. Strategies formulation

Pricing strategies
Distribution strategies
Marketing strategies

6. Recommendations and implementations

Management
Finance
Marketing
Human Resources
Accounting