

Barco Projection Systems Case Questions

1. What resources does Barco have that are relevant to the projector market (justify your answers where appropriate)?
2. What resources does Sony have that are relevant to the projector market (justify your answers where appropriate)?
3. Can you identify any evidence of double marginalization?
4. Why doesn't Barco have more dealers?
5. What *decisions* has Barco made that contribute to its current problems?
6. Who has market power in each segment of the projector manufacturing market?
7. What is Sony's strategic plan? What are the implications for Barco?