

Comment on K-POP presentation (Friend, Sai, and Arm)

This presentation begin with the research questions. First, what are the strategies that big companies have been used to make them be market leader for over 20 years. Second, what are strategies did big hits company used to make them successful and be able to overcome the big firms. Third, what are strategies do the small firms used to survive in this highly competitive market. The research question is quite interesting. However, the word “big companies” and “Big Hits company” is not that clear. Also This paper use SCP framework to analyse.

In my opinion, this industry is more likely to be an Oligopoly with fringe firms since it has more than 100 companies in the industry and dominated by 4 large firms. For the big firm strategies, I think the strategies that the researchers used is understandable for example the international market penetration strategy. The researchers use G-L-G' strategy which help explain how they capture attention both domestic and international. Moreover, localized star strategy help explain clearly why they gain more engagement from the market. For the Big Hit strategies, I think it should has more strategies to help explain and analyse further. For the small firms' strategies, the researchers divide small firm by how direct to dominant firms move which are Non Re-positioning and Re-positioning small firms. I think the researchers well-classified this. Lastly, on the performance part, I think it should has more implication about their revenue to help explain their performance.

All in all, The preliminary conclusion of this paper is consistent with the result part. The researchers try to answer their research questions and the method adopted to answer research question is appropriate.