

A Case Study on BEATS by Dre Consolidates Strategic Implementation of Potential Entrepreneurship Goals



Knoxville, May 7, 2020 ([Issuewire.com](http://www.Issuewire.com)) - **[AGSM Consulting LLC](#)** has recently released an analytical paper titled, 'The Intersection of an Entrepreneurial Mindset and Hip Hop: A Case Study on BEATS by Dre' under the guidance of Dr Daryl D. Green and collaborators, Dr Jack McCann, Arsid Panxhi, and Carly Miller. The study is a relevant examination of one of the most successful popular culture gadget line, BEATS by Dre in the backdrop of marketing and entrepreneurship pursuits.

The paper adopts literary analysis and review approach of the mother brand of BEATS by Dre, Beats Electronics and its scope of creating and implementing a benchmark business model that has established its legacy as one of the top premium sound equipment lines. With hip-hop as the foundational membrane of the entire marketing line of BEATS by Dre, the study infiltrates its gauge of business-oriented strategy by hitting pop cultural influences at the right spots of audience acceptability in paving the way for an empire of entrepreneurship goals. The case study not only examines the various factors that led to this historic feat but also provides upcoming entrepreneurs from underserved communities with an example of successful business stories.

This collaborative research started in an undergraduate classroom. Students Carly Miller and Arsid Panxhi initiated this research as a class project at Oklahoma Baptist University (OBU). Currently, Carly Miller is a senior studying Communications with a minor in Business Administration while Arsid Panxhi, an OBU graduate, is an Account Manager at Cuadrant LLC. Dr Green and Dr McCann are a seasoned researcher. Dr Green is an Associate professor in the College of Business at OBU while Dr McCann currently serves an appointment at Union College in Barbourville, KY, as Associate Professor in Marketing and Business.

The study raises three integral questions about the various marketing strategies implemented by Beats Electronics in their story of market success, a strategic correlation in the establishment of another business venture, and their investment breakup. The pattern of audience engagement with a headphone line where consumers live under the maximum influence of pop culture is furthered broadened into perspective and analytical detailing in the study. The findings of the study confluences at maintaining the 'cool' stature of the product among consumers. The product insinuates contemporary trends and fashion of the extant market and constantly follows through to modify their designs to keep up their brand legacy. However, the study also points at the potential fall of a company if it fails to improve its product with time and socio-cultural changes. Apart from the visual competency, the study concludes with the importance of maintaining a good and affordable streaming service that would enable BEATS by Dre to continue to expand its brand and customer base.

Check this out: <http://www.scholink.org/ojs/index.php/jbtp/article/view/2784>



Media Contact

AGSM Consulting LLC

drdarylgreen@gmail.com

+1 (865) 719-7239

5322 Lance Drive Knoxville, TN 37909

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