

eHarmony (HBS 9-709-424)

- 1) Is online dating an attractive business to be in? How big is the (potential) market for online dating? What advantages and disadvantages does online dating offer in comparison to other ways to meet potential dates and romantic partners?
- 2) Do a “six forces” analysis of eHarmony.
- 3) What differentiates eHarmony from other online dating sites? What are eHarmony’s competitive advantages and why? Is this strategy coherent?
- 4) Is eHarmony’s competitive advantage sustainable? How serious is the competitive threat? Which competitors are the most serious threat and why?
- 5) In the case, there are four options posed: concentrate on core business; expand to “casual hopefuls” market; enter lifestages businesses and expand globally. Pick **two** and argue what eHarmony should do and why.
- 6) It’s the end of 2011 and four years after the case was written. As eHarmony looks to the future, what opportunities will drive the next phase of growth? How will trends like social media (e.g., Facebook usage) and mobile (e.g., Smartphone adoption) impact eHarmony?