



SONY

Product Analysis Sony Corporation

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

CASE STUDY

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Executive Summary

Sony is a company that strives to be the best. Our corporate strategy is to market and market creative and high-quality electronic consumer goods. As part of the company's ongoing mission to consistently provide the industry's best dealer support, Sony Malaysia is launching its new Sony Designated Store Program to help distributors provide a better level of visual merchandising and customer services, while at the same time reducing distributor costs. One of products that produce by this company is headphones. The product has headband, in-ear and wireless headphone.

The purpose of this case study is to identify, analyse and investigate the company-based product, the problems of the product and proposed solutions to solve the problems. In this case study I will focus on in-ear headphone. After doing the product analyses the latest Sony IER-Z1R Signature Series In-ear Headphones does not meet the tastes of customers. The problems are this headphone's price are very expensive but not suitable for sports event. Next, it also not suitable during extreme weather and this headphone does not support for video gaming.

This study come out the best solution in the problem. The best solution is making an innovation for wide angle front camera by making a small lens device. In this situation, there are two types of users that are not interested in front angle and like wide angle. This is because, the wide-angle front camera also plays an important role in seeing the wide front situation.

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1.0 INTRODUCTION

1.1 Background of Study

Headphones are a pair of small loudspeaker drivers placed over a user's ears on or around the head. They are electroacoustic transducers that transform an electrical signal to a sound that corresponds to it. In comparison to a loudspeaker, which releases sound into the open air for anyone nearby to hear, headphones let a single user listen privately to an audio source. Often known as ear speakers, earphones or, colloquially, cans, are headphones. Circumoral headphones ('around the ear') and supra-aural headphones ('over the ear') use a band over the head to keep the speakers in position.

Headphones are connected to a signal source, such as an audio amplifier, a radio, a CD player, a handheld media player, a mobile phone, a video game console or an electronic music system, either directly via a cable or via wireless technology, such as Bluetooth, DECT or FM radio. In the late 19th century, the first headphones were created for use by telephone operators, to keep their hands free. The audio quality was initially mediocre, and the invention of high-fidelity headphones was a step forward.

Sony was built on a passion for sound quality and a determination to push the very limits of technology in audio engineering, allowing music lovers and audiophiles to get the listening experience that they deserve and expect. Over the decades, these basic concepts can be seen in how Sony headphones have progressed from the MDR-3 Walkman® headphones to the latest in high-resolution audio technology.

1.2 Purpose of study

The purpose of this case study is to identify, analyse and investigate the company product, the problems of the product and proposed solutions to solve the problems. By doing so, I as a researcher can study opportunities to improve existing products for new advances to see if new products can be commercialized or not

1.3 Problem of Statement

In order to fulfil the needs of consumers to be more popular, technology is often updated from time to time. However, IER-Z1R Signature Series In-ear Headphones does not achieves some customers satisfaction. Firstly, IER-Z1R Signature Series In-ear Headphones are unsuitable for sports. Next, IER-Z1R are more focusing on listen on music and not preferred for video gaming. During online gaming it occur some delay sound problem. People now days like to spend their time more to online gaming.

2.3 Product/Services

IN-EAR HEADPHONES

| | Name | Specifications & Features |
|--|---|---|
| <p>SONY</p>  <p>The image shows a pair of black Sony MDR-E9LP in-ear headphones. One earbud is shown from the side, highlighting its ergonomic shape and the Sony logo on the stem. The other earbud is shown from the front. Next to them is the original retail packaging, a clear plastic case with a black base, containing the earbuds and a small instruction booklet. The packaging also features the Sony logo and the slogan 'make.believe'.</p> | <p>MDR-E9LP In-ear Headphones</p> | <ul style="list-style-type: none"> • Neodymium magnet 13.5mm driver unit reproduces powerful bass sound • Pair with a music player Use your headphones with a Walkman®, iPod™ or MP3 player • Colour choice Large range of colour available- match with your music player or choose your favourite • 1.2m cable Durable and lightweight 1.2m cord • Earbuds supplied Supplied with 2 x earbuds to more secure fitting |
| <p>SONY OFFICIAL STORE</p> <p>IER-Z1R Signature Series In-Ear Headphone</p>  <p>The image displays a pair of silver Sony IER-Z1R Signature Series In-Ear Headphones. The earbuds have a distinctive, textured, spherical design. They are connected by a silver, braided cable that is shown in a curved, looped position. The overall aesthetic is sleek and modern.</p> | <p>IER-Z1R Signature Series In-ear Headphones</p> | <ul style="list-style-type: none"> • Optimised for High-Resolution Audio reproduction • HD hybrid driver system (2 dynamic/1 Balanced Armature) • Refined-phase structure for extensive sound • 4.4mm balanced, and conventional 3.5mm, connection cables supplied • Crafted in Japan • DRIVER UNIT Hybrid • FREQUENCY RESPONSE 3Hz-100,000Hz • CORD LENGTH Approx. 1.2 m (48 in) , silver-coated OFC strands |