SONY

PRODUCT ANALYSIS

SONY CORPORATION

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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Executive Summary

This project is an attempt to know how the theories can be applied to a practical situation. As a student in UiTM Arau, it is a part of a learning for everybody to perform a case study project. So, for this purpose, I got the opportunity to do a research on company which manufactured the same product that I want to develop, which is SONY Corporation

SONY Corporation is a Japanese multinational conglomerate corporation headquartered in Kōnan, Minato, and Tokyo. The company operates as one of the world's largest manufacturers of consumer and professional electronic products, the largest video game console company, the second largest video game publisher, the second largest record company, as well as one of the most comprehensive media companies, being the largest Japanese media conglomerate by size overtaking the privately held, family-owned Yomiuri Shimbun Holdings, the largest Japanese media conglomerate by revenue. One of their focused products is the SONY PlayStation series. In the first part of the study, I found that several problems that slowed down the business of SONY PlayStation. My focused is on PlayStation 4. Those problem are the low effectiveness of DualShock 4 controller and there is no wireless charging mode for the controller.

At the end of the study, I performed a SWOT analysis to detect this kind of problems. I recommend SONY to produce an official Keyboard and mouse for PlayStation 4. I also recommend SONY to produce a wireless charging mode to charge the DS4 to make this product can give full satisfaction to their customers.

1.0 INTRODUCTION

1.1 Background of Study

What is SONY PlayStation? PlayStation series is a brand gaming consoles manufactured by SONY. The 1st model of PlayStation which is (PS1) is officially released in 3 December 1994 in Japan. The game-changing PlayStation sported a sleek design and CD format, meaning games were bigger, 3D-capable and with superior sound to what came before it. Within a decade, PlayStation became the first games console in history to sell over 100 million units worldwide. This is a gaming consoles series that allowed people to play variety of video games at home with friends and family. All the elements which made previous PlayStation a world beater provided a powerful cornerstone for PlayStation 3 and 4. High Definition became standard with the integrated Blu-ray Disc player, while an internal hard disc drive and versatile online functionality brought a wealth of entertainment services to your home. Sony PlayStation 4 offering 4K resolution with a stable frame rate while playing. The HDMI features and technology enhance the quality of image and video which make gaming experience better. From time to time the resolution becomes better and better comparable to the technological developments produced by television or monitor companies. SONY PlayStation 4 is no longer to use memory card but it comes with the HDD. 500GB, 1TB and 2TB is the offers to the customers but the best thing about it customers can change and add on the size or capacity of HDD to store more games. So far the game installation and loading time is still acceptable for this version because the new technology will be invented for the new version.

1.2 Purpose of Study

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. By doing so, me as the researcher can study the window of opportunity to exploit the markets with new advancement product to see whether the new product can be commercialized or not.

2.3 Product

Table 2.1 Product / Play Station Provided by Sony

Photo	Name	Description
	SONY Play Station 1	It was first released on 3 December 1994 in Japan. Play Station 1 is the first of the PlayStation lineup of video game consoles. The Playstation 1 features is Graphics with 3D Geometry Engine, with 2D rotation, scaling, transparency and fading and 3D texture mapping and shading. This Consoles offer 7,918 software titles had been released worldwide for the PlayStation.