COMPANY ANALYSIS

SONY INTERACTIVE ENTERTAINMENT

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

PROGRAMME   : BACHELOR OF SCIENCE (HONS.) MARINE TECHNOLOGY

GROUP   : RAS2544A

PROJECT TITLE : SONY PLAYSTATION 5

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TABLE OF CONTENT

EXECUTIVE SUMMARY

Sony Interactive Entertainment is a prestigious and globally known company that expertise on manufacturing video game hardware and software. Their product series, namely the PlayStation series, is considered one the most popular video game consoles to ever released to the public till this day. This company analysis focuses in making an in-depth analysis on their recently released video game console, the PlayStation 5 along with discussing about the notable shortcomings of the PS5 and the potential solutions.

The PlayStation 5 is considered by most, the future of gaming and is equipped with state of the art technology, yet it still not without some glaring complications .One of the most noticeable issues that the PlayStation 5 has is the lack of accessibility to older generation game titles. Sony has been in the market as a video game publisher for a long time and as such has a slew of beloved and cherished video game titles throughout the years. The PS5 does not have the proper hardware to run the games, making them unplayable. The lack of backwards compatibility on the PS5 has proven a predicament as it impedes older player from re-enjoying their cherished titles and deprives newer players from discovering old gems. In addition, there is also the DualSense controller stick drift problem. This issue is not new to most gaming consoles, but it is much more prominent in the PS5's DualSense controller. The controller would receive action command despite the user even ever interact with it. This makes the controller more prone to sensitivity errors and would ruin the enjoyability of the gaming experience. The solutions to these problems require an innovative edge to produce a more cost efficient and effective.

2.3. Product/Service

Table 2.1 Product/Service Provided by Sony Interactive Entertainment

TYPE OF PRODUCTS / SERVICES	CLASSIFICATION OF PRODUCTS / SERVICES	DESCRIPTION
Gaming Consoles 	• PlayStation • PlayStation 2 • PlayStation Portable • PlayStation 3 • PlayStation Vita • PlayStation 4 • PlayStation 5	PlayStation is a video game brand that consists of five home video game consoles, as well as a media center, an online service, a line of controllers, two handhelds and a phone, as well as multiple magazines. The first PlayStation console was released in Japan in December 1994, and worldwide the following year. The original console in the series was the first console of any type to ship over 100 million units, doing so in under a decade.
Video Games 	• Developing and producing video games • Publishing video games from independent studios	For video game development, Sony has acquired a number of video game developers and has also produced a multitude of award-winning titles in the past decades.