



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# SONY

COMPANY ANALYSIS

SONY CORPORATION

(ELECTRONIC PRODUCT AND SOLUTION BUSINESS  
SEGMENT)

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY	
FACULTY	FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES
PROGRAMME	BACHELOR OF SCIENCE (HONS) MANAGEMENT MATHEMATICS
SEMESTER	6
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## **EXECUTIVE SUMMARY**

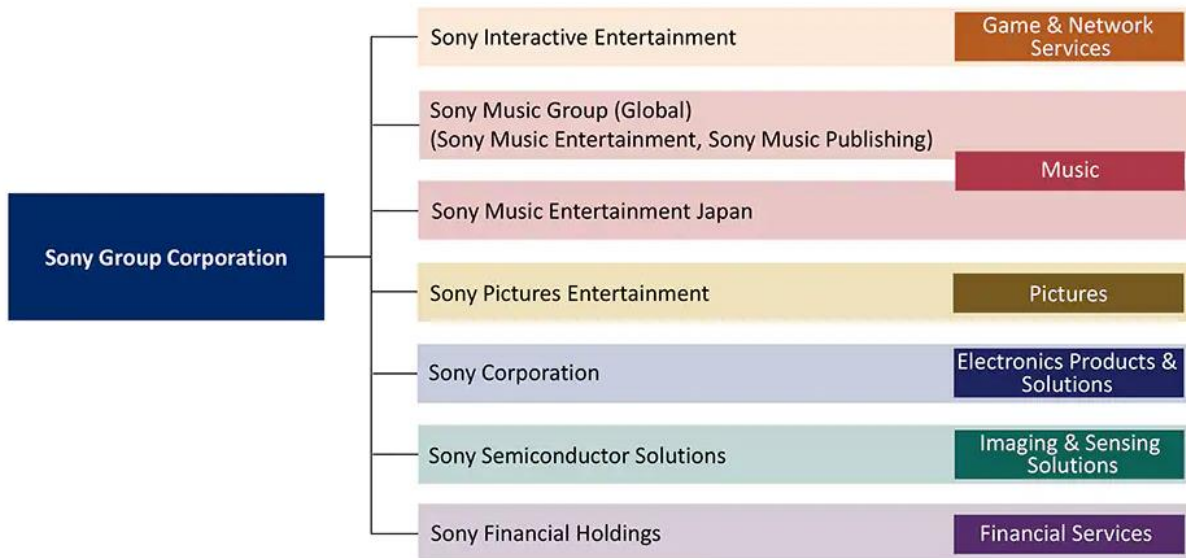
This project aims to determine how ideas can be implemented in a realistic environment. Every student at UiTM Arau is required to complete a case study project as part of their studies. I have selected Sony Corporation for my research company and Sony Xperia 5 Mark II which is the product from their company as the main target for my analysis.

In the first part of the project report, I able to collect general information about the company such as the background of the company, technology used, and different kinds of electronic products that the company manufactured.

In the second part of the project study, by conducting a SWOT analysis for the product, I was able to identify the product's strengths, weaknesses, opportunities, and threats, as well as determine a better technology framework solution to address product issues as give recommendation and improvement for the new product our company.

- **Senior Vice President** : Masaru Tamagawa
- **Senior Vice President** : Hideyuki Furumi
- **Senior Vice President** : Hidehiko Teshirogi
- **Senior Vice President** : Masaaki Kojima
- **Senior Vice President** : Shigeru Kumekawa
- **Senior Vice President** : Hiroshi Takahashi
- **Senior Vice President and CFO** : Yuichi Oshima
- **Senior Vice President** : Mami Imada
- **Senior Vice President** : Kenji Tanaka
- **Senior Vice President** : Hiroshi Yamamoto

**Sony Group Organizational Structure as of April 2021**



*Figure 2.1: The Organizational Structure of Sony Group Corporation as of April 2021.*

## 2.3 Product/Services

Sony Mobile Communication Inc. has created various types of the product since it early established like smartphone, wearables, Playstation certified and application. In the early development of the company, Sony had cooperated with Ericsson which is a Sweden telecommunication company to