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(MGT 345)

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1.0 Introduction

Sony Ericsson was formed by Ericsson and Sony in 2001. In just a few years, Ericsson hand phone managed to become popular and successful around the whole world. . Ericsson then had begun to experience technical problems with its hand phones. Some of the problems are lack of back-up systems and the lack of skills with consumer products. On 24th April 2001, Ericsson mobile phones operate together with Sony's Japan to form Sony Ericsson. In January 2012, Sony possessed Ericsson's stake for \$ 1.47 billion which makes the mobile handset business fully owned by Sony.

Sony mobile is owned by Sony Corporation. It was founded in May 7, 1946. The present CEO of the Sony Corporation is Kazuo Hirar. It was headquartered at Tokyo, Japan and the name Sony is based on the Latin word Sonus, which means 'sound'. Sony Corporation is the holding company as it is a parent company of Sony group. Sony are also leading the Japanese manufacturer of electronics, games and entertainment products. Apart from that, Sony Corporation is also engaged in the financial services businesses. In the year end of March 2012, Sony Corporation announced a record annual net loss of 520 billion yen (£6.4 billion) and in the last few years, Sony has been losing money. This is due to the fierce increased in competition between Apple Inc. and Samsung Electronics Inc. After the loss of the Sony Corporation, they set the main goals which are continuing in promoting technological innovations and product developments that will help in contributing to the cultural and social progress.

2.0 Sony Corporation

Sony Corporation come out with various types of products that are available in the market such as televisions and home theater, audio, cameras, mobile, tablets, and smart devices as well as video cameras. One of the latest products of their television is Bravia 4K HDR TV. The 4KHDR has extraordinary contrast, color and clarity of High Dynamic Range. Besides that, it equips with high resolution sound bar whereby it brings the dialog, music and effects life with crystal clear multi-channel sound. It also has powerful bass from a wireless subwoofer. Families can enjoy watching movie at home rather than going to the cinema since it possess the same quality or might have a better quality.

The next latest product for their headphones is hear on wireless NC. This headphone has no distracting background noise and no cables which enable one to freely enjoy their music. This product is popular among athletes as they need to focus on their training or those who are active in moving around. Other than that, Sony also came out with the latest cyber shot digital camera which is the RX10 III. This cyber shot digital camera able to make subjects stand out beautifully as it has extended zoom and blazing speed while capturing photos.

Besides that, one of the latest Xperia smartphones is Xperia X. This smartphone has 23MP camera with predictive hybrid autofocus and 13MP front camera for lowlight selfies. Xperia X is suitable for those who enjoy taking selfies or photos because it has high quality of camera. Moreover, since most people nowadays are overly attached to their smartphones, they do not need to worry about their battery life as Xperia X battery can stand up to 2 days.

Lastly, one of their latest product for handycam camcorders is AX53 4K Handycam with Exmor R CMOS sensor. Youtubers enjoy using this product for their video blogs because it has balanced optical steadyshot with 5 axis intelligent active mode. The consumers are able to film video with a better quality although sometimes they need to face with shaky and disturbing movements or environments.

4.0 Sony Xperia Z5 Product Life Cycle

4.1 Introductory Stage

In the first stage of the product life cycle which is introductory stage, Sony has globally launched its very own new android smart phones which is Sony Xperia Z5 after the declining stage of Sony Xperia Z3, thus becoming its successor to continue the Xperia Z series. In order for the Xperia Z5 to successfully enter the market, marketing mix are implemented which is the 4P's such as product, price, place and promotion.

I. Product

Firstly, Sony Mobile Manufacturer has taken the initiatives to improve the existing Sony Xperia smart phones into a more modern, sophisticated technology and to bring Sony back up to the top of the tech industry. Sony Xperia Z5 also comes with three main colors which are white, gold and green when it was first released.

II. Price

Apart from that, when Sony Xperia Z5 first entered the market, its price is relatively expensive and it breaks Sony out of its budget phone reputation. The sales of the smartphones are also low but will gradually increase. Sony Xperia Z5 smart phones implement the penetration pricing in order to attract and increase customer attentions and demands. Its price ranges from \$599 in the United States, £525 in Europe and RM2299 in Malaysia.

III. Place

