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ENT600

TECHNOLOGY ENTREPRENEURSHIP

SONY

CASE STUDY 1: COMPANY ANALYSIS (SONY XPERIA 10 III)

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EXECUTIVE SUMMARY

This assignment is about identifying the problem with the product. The company that I have chosen is Sony company. From their variety of products, I have chosen the Sony Xperia 10 III to do my analysis. In this case study, I have done the SWOT analysis to identify the strength, weaknesses, opportunities, and threats of the Sony Xperia 10 III. The main problem I identified on this Sony Xperia 10 III is slow charging problem. From the problem, I can come up with the best solution which is add new system development by using Vooc fast charging system in charger for Sony Xperia 10 III.

2.3 Products and Services

Products	Model	Price range (RM)
Televisions	<ul style="list-style-type: none"> • Bravia XR Z9j • Bravia XR A90j • Bravia XR A80j • Bravia XR X90j • Full array LED Z8h • MASTER series A9j • 4K Ultra HD X85j • 4K Ultra HD X80j • 4K Ultra HD X80Aj • 4K Ultra HD X75 • LED W66g • LED TV R30e 	<ul style="list-style-type: none"> • 73,999.00 • 17,999.00 • 9,199.00 • 5,699.00 • 79,999.00 • Price unavailable • 3,899.00 • 3,699.00 • 4,099.00 • 2,599.00 • 1,899.00 • 1,199.00
Smart phones	<ul style="list-style-type: none"> • Xperia PRO I • Xperia 1 III • Xperia 5 III • Xperia 10 III • Xperia 5 II • Xperia 1 II • Xperia 10 II 	<ul style="list-style-type: none"> • Available soon • 5,799.00 • 4,599.00 • 1,999.00 • 4,099.00 • 4,999.00 • 1,799.00
Compact Camera	<ul style="list-style-type: none"> • Digital camera ZV-1 • RX100 V-II • RX0 II • RX100 VI • RX10 IV • RX100 V • RX10 III • RX1R II • RX100 III 	<ul style="list-style-type: none"> • 3,399.00 • 5,099.00 • Starting at 2,799.00 • 4,899.00 • 7,919.00 • 4,299.00 • 6,529.00 • 14,799.00 • 3,149.00

Table 2: Products manufactured by Sony (Sony 2021).