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SONY

PRODUCT ANALYSIS:
SONY CORPORATION

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

Headphones are a pair of small speaker drivers placed over a user's ears on or around the head. These are electroacoustic transducers that transform an electrical signal into a sound that corresponds to it. Headphones are often referred to as ear speakers or headphones. Sony is a company that strives to be most of the best company. Our corporate strategists market and market creative and high-quality electronic consumer goods. One of the products that produce by this company is Sony WF-XB700. 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. After doing the product analysis the Sony WF-XB700 does not meet the tastes of customers.

Sony WF-XB700 have limited controls, no noise cancellation and no interfacing with Sony apps. This is a concern that needs to be addressed in order to benefit consumers who are more involved in this commodity. Customers implicitly purchase Sony WF-XB700 because it is all about songs. In fact, there is no noise cancellation for the Sony WF-XB700, which may create a serious problem since the consumer needs a comfortable headset for everyday use.

I conducted a SWOT review at the end of the report to classify certain kinds of issues. I propose that Sony create a special rubber ear cork with different sizes. The best approach is to make an invention with no noise cancellation since that feature has now been given by most of the headphone device. But it is worthwhile for the Sony Corporation to make the solution for their satisfaction with the consumer.

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1.0 INTRODUCTION

1.1 Background of Study

Listening to music privately using your wireless headphones can be very soothing and enjoyable. Was there a single moment where you asked yourself how your generation ended up with such a marvelous device? As some other innovation, the latest wireless headphones still have a long history. Thanks to Nathaniel Baldwin for making his first headphones. Now you can only enjoy music for your ears. Listening to music privately using your wireless headphones can be very soothing and enjoyable. Was there a single moment where you asked yourself how your generation ended up with such a marvelous device? As some other innovation, the latest wireless headphones still have a long history. Thanks to Nathaniel Baldwin for making his first headphones. Now you can only enjoy music for your ears. During 1958, the year that transformed the way people will listen to music forever. It was the year of the birth of personal headphones and the launch of the first stereo of the American Radio Company. Sony was built on a passion for sound quality and a determination to explore the very boundaries of audio engineering technology, allowing music enthusiasts and audiophiles to appreciate the listening experience they deserve and expect. These basic concepts can be reflected in how Sony's headphones have developed over the decades. The Sony WF-XB700 is the latest addition to Sony's Extra Bass series of headphones and earbuds and were released in April 2020. In terms of pricing, the Sony WF-XB700 are one of Sony's cheaper true wireless earbuds and come in at \$129 That's a sizable savings compared to the other product, but remember that the latter has active noise cancellation while the former does not. Compared to other true wireless earbuds, the Sony WF-XB700 is right around the middle of the pack, and is actually a bit cheaper than Apple Air Pods that dominates the form factor in terms of sales. Which one of these earbuds you should go for will likely come down to which mobile operating system you use.

2.3 Product/Services

	NAME	DESCRIPTION
 	<p>Sony WF-XB700</p>	<p>Weight : 8.0 grams</p> <p>Volume control : yes</p> <p>Headphone type : closed dynamic</p> <p>Magnet : neodymium</p> <p>Battery charge method : USB charging (with case)</p> <p>Battery charge time : 2.5 hours</p> <p>Bluetooth® version : version 5.0</p> <p>Effective range : Line of sight 10 metre</p> <p>Battery charge time : Approx. 3 hours</p>