



اَبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا
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SONY

Product Analysis

Sony Corporation

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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Executive Summary

This project is an attempt to know how the theories can be applied to a practical situation. As a student in UiTM Arau, it is a part of a learning for everybody to perform a case study project. So, for this purpose, I got the opportunity to do a research on company which manufactured the same product that I want to develop, which is Sony Corporation

Sony Corporation) is a Japanese multinational conglomerate corporation headquartered in Kōnan, Minato, Tokyo. The company operates as one of the world's largest manufacturers of consumer and professional electronic products, the largest video game console company, the second largest video game publisher, the second largest record company, as well as one of the most comprehensive media companies, being the largest Japanese media conglomerate by size overtaking the privately held, family-owned Yomiuri Shimbun Holdings, the largest Japanese media conglomerate by revenue. One of their focused products is the Sony Walkman

In the first part of the study, I found that several problems that slowed down the business of Sony Walkman. My focused is on Sony A100 Walkman® A Series. Those problem are the display screen is fragile and the battery can only hold on for a minimum of 15 hours

At the end of the study, I performed a SWOT analysis to detect this kind of problems. I recommend Sony to produce a casing made out of tempered glass in order to keep the Sony A100 Walkman® A Series save not only the display but also the whole body. I also recommend Sony to produce a Solar Charging Casing where the casing can charge the Walkman using the solar source in order to save time charging and increase the lasting of the Walkman battery.

1.0 INTRODUCTION

1.1 Background of Study

What is Sony Walkman? Walkman (stylized WALKMAN) is a brand of portable media players manufactured by Sony. The original Walkman, released in 1979, was a portable cassette player that allowed people to listen to music of their choice on the move. The first personal Walkman® Stereo, the TPS-L2, was a huge success, despite naysayers proclaiming that without a recording function, it would never take off. From a cassette player, Sony came up with a new style of portable music player which was the the Walkman® D-50, the world's first portable CD player, was approximately the size of four CD cases in 1984. Moving forwards, in 2001, the MZ-N1 Walkman® was the first product to support the NetMD standard for high-speed transfer of music data from PC to Walkman®. Also notable is that this device was capable of 110 continuous hours of playback. In 2013, Sony becomes one of the first companies to launch a full High-Resolution Audio lineup, including the ZX1 Walkman® series that enables high-resolution audio source playback that was developed by integrating knowledge and technology accumulated over years. This portable music player changed the lifestyles of many people who could now listen to music wherever they wanted. The body of the device was metallic blue to simulate the trending blue jeans marking the shift of Sony's product designs to being more casual and fashionable. Till this day, no company can even give a fight when it comes to a MP3 Player since Walkman has been ruling the world of MP3 player since its released in 1979. The latest Sony Walkman design was the A100 Walkman® A Series which was produced in 2019.

1.2 Purpose of Study

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. By doing so, me as the researcher can study the window of opportunity to exploit the markets with new advancement product to see whether the new product can be commercialized or not.

2.3 Product

Table 1: Product / Walkman Provided by Sony

Photo	Name	Description
	ZX500 Walkman® ZX Series	<p>ZX500 Walkman® ZX Series was introduced in 2019. It was the latest design by Sony Walkman in the ZX Series. The NW-ZX500 features a USB Type-C™ port for easy connectivity with a range of devices. The NW-ZX500 Walkman offers high-quality sound in a compact device – so you can take your favourite music with you anywhere. The NW-ZX500 features a special Cassette Tape user interface and screensaver.</p>
	DMP-Z1 Digital Music Player Signature Series	<p>DMP-Z1 Digital Music Player Signature Series was introduced in 2018 and still the only Sony Mp3 Player in DMP series. DMP-Z1 Digital Music Player Signature Series is the most expensive music player in the Sony Company at RM 31,999. it's an elegant-looking piece of kit finished mostly in gloss black, with a</p>