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 Xperia 5. My focused is on Sony Xperia 5. Those problem are the software of the sony still need to work. Other than that, fingerprint sensor is miss that means cannot detect and lastly, front camera are not satisfied for the consumer who had it.

At the end of the study, I performed a SWOT analysis to detect this kind of problems. I recommend Sony to make innovation at Xperia 5 with fingerprint sensor change to voice sensor to unlock the phone. This is suitable for the blind person who use the phone and make easy for them to unlock their phone using the voice sensor.

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1.0 INTRODUCTION

1.1 Background of study

What is smartphone? A smartphone is an integrated computer mobile phone and other features not originally connected to telephones such as an operating system, web access, and the ability to run software applications. For this study what is Xperia? Xperia is the brand name for smartphones and tablets from Sony Mobile. The name Xperia is derived from the word "experience," and "I Xperia the best" was first used in the Xperia X1 tagline. As a consequence of the mobile phone manufacturer being taken over and solely owned by Sony, Sony Mobile was previously known globally as Sony Ericsson before being re-branded in 2012. The first phone to be released in the Xperia series was the Xperia X1. Released in 2008, it featured a high resolution display (311 ppi pixel density) and was intended to fill the widening smartphone gap as high-end smartphone devices such as HTC and Apple were developed by other competitors. The X2, which featured an 8.1 MP camera and included Wifi and GPS, was released the following year. There was a clear change toward the smartphone end of the spectrum at this time. On October 2019, Sony revealed the Xperia 5 via an online event. The Xperia 5 costs $799 in the US and £699 in the UK in terms of price, but the new model is now a little more expensive given the move to 5G. In the UK, it will cost £ 799 and in Europe it will cost €899.

1.2 Purpose of study

The aim of this case study is to define, evaluate and examine the product based on the business, the product issues and suggested solutions to solve the problems. By doing so, as a researcher, I will study the window of opportunity to exploit new advancement product markets to see whether or not the new product can be promoted.

Product provided by Sony

Photo	Name	Description
	Sony Xperia 5	- Announced 2019, September 5 - Released 2019, October 5 - Xperia 5 was made with the network technology like GSM/ HSPA/ LTE - Android 9.0 and upgrade android 10
	Sony Xperia 5 II	- Announced 2020 September 2017 - Released 2020 October 12 - Xperia 5 II was made with network technology like GSM/ HSPA/ LTE/ 5G - Android 10 planned upgrade to android 11

TABLE 1 PRODUCT/ SERVICES