SONY

COMPANY ANALYSIS

SONY GROUP CORPORATION

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME: FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

BACHELOR OF SCIENCE (HONS.) MANAGEMENT MATHEMATICS

SEMESTER: RCS2406A

PROJECT TITLE: SONY PLAY STATION 5

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Throughout this case study, I have learned many new things especially on how to analyze a company based on their strength and weaknesses. I learned that every problem could be handled no matter how hard it is. I was able to broaden my perspectives on the entrepreneurship world and how to become a successful entrepreneur by taking this ENT600 course at the University of Technology Mara.

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EXECUTIVE SUMMARY

A case study aims to examine an event or issue that involves a real or hypothetical situation to show how the dynamics of real-life affect decisions. Sony Corporation is the company that I selected, and the product that I concentrated on was the recently released gaming console, Play Station 5 (PS5). Gaming is a wholesome experience that people love, and as the world becomes more technologically advanced, people continue to get the most out of it. PS5 had proved to be the starting point for the future of gaming as it contains powerful hardware that provides a realistic gaming experience. After it was released, people started giving feedback and thoughts after months of using it. Despite the incredible gaming experience provided by the PS5, Sony is still plagued by several issues. People complained about the limited storage size and the problems they faced with the Dual Sense controller. The controller seems to have technical issues where it works without command, which bothers the gameplay. This case study made some suggestions for how to modify and improve the product so that customers are more pleased with it. Some of it is to allow storage expansion, whether internally or externally, and to fix the Dual Sense controller's software and hardware problems. Sony could easily gain market share by resolving this problem, as the PS5 has a lot of promises in the future of gaming.

2.3 Company's Product

The product that been chosen from Sony is the Play Station 5 (PS5), which was announced in 2019 as the successor to the Play Station 4 (PS4) and was released on November 12, 2020, in Australia, Japan, New Zealand, North America, Singapore, and South Korea. A week later, it was released worldwide. PS5 is part of the ninth generation of video game consoles alongside the release of Microsoft's Xbox Series X and Series S consoles that were released in the same month. The PS5 was launched in two variants, which are a base model with an Ultra HD Blu-ray compatible optical disc drive, and a Digital Edition lacking this disc drive that serves as a lower-cost option for those who prefer to purchase games digitally. It also launched a new controller named the Dual Sense controller, which has a lot of cool features including adaptive triggers, a motion sensor, a USB-C charging port for faster charging, and a bigger tracking pad that is more convenient than the PS4 (Sony, 2021).

Figure 2.2: PS5 disc edition (left) and digital edition (right)

There are many improvements on the PS5 after the release of PS4 on November 15, 2013. The table below shows a comparison between the PS4 and the PS5 in terms of specifications (Leadbetter, 2020).