



COMPANY ANALYSIS

SONY CORPORATION

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : **COMPUTER AND MATHEMATICAL SCIENCES**
CS240 BACHELOR OF INFORMATION TECHNOLOGY (HONS.)

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PROJECT TITLE : **SMART EARPHONE**

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Special gratitude to University of Technology MARA Arau, Perlis for giving me the opportunity to learn more about entrepreneurship through this subject which is ENT 600. This subject has amaze us to study about the technology in order to develop new or improvise product in the future. As we know in this modern world, most of products and services are using technology. We need to find the techniques in order to improve the existing products.

Furthermore, thanks to my parents and family for always give supports, understand, and give me space to finish up the report in this challenging time. Lastly, I would also like to acknowledge with much appreciation to my classmates for helping me to understand more on how to do the report properly and have made valuable comment suggestions on this report which gave me the inspiration to improve my assignment.

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EXECUTIVE SUMMARY

This case study has been carried out to gather as much information regarding the company named as Sony Corporation, which is one of the famous electrical company nowadays that produces cameras, smartphones, earphones, televisions, projectors and more. The products that have been produce by this company are known worldwide because of the reputations and the brand name.

From this study, we can learn to analyze, apply the knowledge, reasoning and drawing conclusions in order to understand this company even more. The first part of this case study consists of background of the study, problem statement and purpose of the study. Through the analysis, there are some problems that could be identified with the uses of earphone for sports. These problems were studied, and then came out with some solutions.

The second part of the case study focuses on the company's background, organizational structure, products, services, business, marketing and operational strategy. Essentially, this part focusing on collecting the company information. It covers from what the company does, how they operate, how they do their marketing strategy that make Sony being known by customers from all around the globe.

For the third part, based on the information has been gathered, SWOT analysis has been performed. SWOT stand for strength, weaknesses, opportunities and threats that could be found in the company. It helps company to build on what they do well, to address what they are lacking, to minimize risks, and to take the greatest possible advantage of chances for success.

The fourth part of this study is about findings and discussion about Sony WI-SP600N. This section analyses the current problems of the product according to reviewers around the web then identify alternative solutions for the problems. Next, recommendation and improvement section. Improvement was proposed to achieve a better-quality product that can enter global market. Finally, conclusion which is explaining the case study in brief.

2.3 Products/Services

Sony Corporation is a major Japanese manufacturer of consumer electronics products. It also was involved in films, music, and financial services, among other ventures. The business is primarily focused on the electronics such as TV, gaming consoles, refrigerators, smartphones, earphones, cameras and much more. This study will be focusing on earphone to further improve the current product.



Figure 2.1 Sony WI-SP600N

The product name according to the official website is WI-SP600N Sports Wireless Noise Cancelling In-ear Headphones. This earphone is focus particularly for sports as the design with Digital Noise Cancelling, Ambient Sound Mode and a lightweight wireless design to ensure comfortable during running or exercising. Product specification is as below:

Table 2.1 Product specification

| | | |
|---------------|---|--|
| Size & Weight | WEIGHT Approx. 21g (not include arc supporter) | |
|---------------|---|--|