



اَوْنِيُوْزِيسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SONY®

PRODUCT ANALYSIS

SONY CORPORATION

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY: FACULTY OF APPLIED SCIENCE

**PROGRAMME: BACHELOR OF SCIENCE MARINE TECHNOLOGY
(HONS.)**

SEMESTER: 6

PROJECT TITLE: SONY WIRELESS EARBUD

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EXECUTIVE SUMMARY

SONY Corporation is one of global known that manufacture, invent and provide many services especially in electric and electronic. For this company analysis, it more focus on the it is wireless earbud that produce by SONY to identified, investigate and follow with analysis their problem than go through the solution of problem.




The main problem of product is easy to slip off and not resist to sweat. When using the earbud while doing activity especially during extreme activity can cause extra movement that can cause the earbud to slip off. It also due from not resist to sweat so it easy to slip off. Next problem the product experience defect item manufactured. The defect item come from a loose quality control at operational department, human error and external factor. Magnetic overdriven play also one of issue that can be highlight from the analysis of product.

From the analysis, some solution and approach for solving like extra innovation, The Research department do some research for invent better product and features. Tight process of quality control and staff training program also can be one solution for the problem. All of this solving also can be add to my company step to invent my product for compete as a good and newly featured device.

Lastly, from the analysis give much info how to solve current problem for tackle opportunities for my company become more excellent in innovate ad invent new device.

2.3 Product / Service

Sony Corporation have been produced many product and services such as games and network services, music, pictures, electronics products and solutions, imaging and sensing solution, and financial services.

Product	Description
 <p data-bbox="336 920 632 958">-Playstation 5 Console</p>	<ul style="list-style-type: none"> • Ultra high-speed SSD • Integrated I/O • 4K TV Gaming,8K support • Up to 120 fps with 120Hz Output • HDR technology • Come out with <ul style="list-style-type: none"> ▪ Dual Sense Wireless Controller, Pulse 3D Wireless Headset, Playstation 5 Media Remote and HD Camera.
 <p data-bbox="336 1453 711 1491">-Sony Bravia Z9J Television</p>	<ul style="list-style-type: none"> • Zones of LEDs lit or dimmed independently for realistic brightness and shadow detail • Cognitive Processor XR™ understands how humans see and hear for true immersion • Sound in harmony with picture for an immersive experience • Multi-position stand for versatile TV placement
 <p data-bbox="336 1944 507 1982">-Xperia 1 III</p>	<ul style="list-style-type: none"> ▪ 4 versatile lens options ▪ Real-time Eye AF & Tracking ▪ 6.5” 21:9 CinemaWide™ 4K HDR OLED 120Hz Refresh rate display