



SONY®

COMPANY ANALYSIS

SONY (Malaysia) Sdn. Bhd. Company

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : FSKM/ CS248

SEMESTER & GROUP : 6B

PROJECT TITLE : INTEGRATED EARPHONE CASE

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EXECUTIVE SUMMARY

This case study is performed to analyze the SWOT analysis of the company's product from the SONY (Malaysia) Sdn. Bhd. company. The objectives of the SWOT analysis are to identify the strength, weaknesses, opportunities, and threats related to the company's product. This case study is focusing on the earphone product which is this product is mostly used in all ages of the citizens. The earphone is an electrical device worn on the ear to receive radio or telephone communications or to listen to a radio, MP3 player, and much more that related to sound and music. However, there are several problems in using the earphone which is the earphones is easily get tangled when its wire moved around. Hence, the integrated earphone case is one of the best alternatives to overcome the problems.

2.2 Product or Services

Sony Corporation (formerly known as Sony Electronics Corporation until 1 April 2021) is the electronics business unit of the Sony Group. It primarily conducts research and development (R&D), planning, designing and marketing for electronics products.

CLASSIFICATION PRODUCT/ SERVICE	TYPE OF OF PRODUCT/ SERVICE	DESCRIPTION
<p style="text-align: center;">Audio</p> 	<ul style="list-style-type: none"> • Walkman • Headphones • MP3 Players • High resolution Audio • Speakers/Wireless Speakers • 360 Reality Audio • Audio systems • Audio Components • Digital voice recorders • Boomboxes, Radios & Portable CD Players • Home cinema 	<p>Sony is a major audio products manufacturer and one of the active noise control technology leaders. Sony released the world's first portable music player, the Walkman, in 1979, bundled with the MDL-3L2 headphones. This line fostered a fundamental change in music listening habits by allowing people to carry music with them and listen to music through lightweight headphones. Followed by the upgraded technology, Sony produced and offered more products with advanced audio to give their users the best experiences with sounds.</p>
<p style="text-align: center;">Video</p> 	<ul style="list-style-type: none"> • Televisions • Home Theatre and Soundbars • Blu-ray Disc and DVD players • Projectors 	<p>Sony produced the TV8-301, the world's first all-transistor television, in 1959. The company then introduced the BRAVIA name. BRAVIA is an in-house brand owned by Sony which produces high-definition LCD televisions,</p>