



FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING  
 BACHELOR OF SURVEYING SCIENCE AND GEOMETICS (HONS)

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY



## COMPANY ANALYSIS

### SONY CORPORATION

PROJECT TITLE	CASE STUDY OF DIGITAL CAMERA SONY ZV-1
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## **EXECUTIVE SUMMARY**

This assignment is about identifying the problems with the chosen product from the same company. The company that I have chosen is Sony Corporation, while from their various electronic devices, I chose to do the Sony ZV-1 digital camera for the detail analysis. In this case study, I have done the SWOT analysis to identify the strength, weaknesses, opportunities and threats of the ZV-1. The main problem that I gained on this product is that the poor performance of battery life, since the capacity of battery NP-BX1 is 1240 mAh only. From the problem, I can come up with the best solution which is adding solar panel for solar recharging capabilities for ZV-1 that have been identified their advantages and disadvantages thoroughly. The best solution is being chosen between the three solutions that I can come out with after being analyzed all of their pros and cons.

## 2.3 Products and Services

### 2.3.1 Product

Sony offers varieties of electronics devices combine with innovative technology with sleek design. The main electronic offer by Sony including Television and Home cinema, audio device, camera, video camera, mobiles, car audio, storage and cable. Aside of mentioned electronic, Sony also offer with gaming device which are PlayStation game consoles which being one of the reason that make Sony famous around the world. This is including all the PlayStation accessories such as PS controller, PS headset, remote and also the latest CD game such as FIFA 22 and GTA V.

Television	
Type	Smart TV (Google TV), 4K HD
Series	<ol style="list-style-type: none"> <li>1. A90J -- <b>(17,999.00 MYR)</b></li> <li>2. A80J – <b>(9,199.00 MYR)</b></li> <li>3. Z9J – <b>(73,999.00 MYR)</b></li> <li>4. X90J – <b>(5,699.00 MYR)</b></li> <li>5. X85J – <b>(3,899.00 MYR)</b></li> <li>6. X80J – <b>(3,699.00 MYR)</b></li> <li>7. X80AJ – <b>(4,099.00 MYR)</b></li> </ol>
Type	Full array LED, 8K HD
Series	<ol style="list-style-type: none"> <li>1. Z9J – <b>(73,999.00 MYR)</b></li> <li>2. Z8H – <b>(79,999.00 MYR)</b></li> </ol>
Type	Full HD
Series	<ol style="list-style-type: none"> <li>1. W66G – <b>(1,899.00 MYR)</b></li> </ol>
Camera	
Types	Interchangeable-lens Camera
Series	E-mount 35-mm Full Frame <ol style="list-style-type: none"> <li>1. Alpha 7 IV full-frame hybrid camera</li> <li>2. FX3 Full-frame Cinema Line Camera – <b>(18,999.00 MYR)</b></li> <li>3. Alpha 1 – <b>(27,599.00 MYR)</b></li> <li>4. Alpha 7C Compact full-frame camera – <b>(8,399.00 MYR)</b></li> <li>5. Alpha 7S III – <b>(16,599.00 MYR)</b></li> </ol>