

SONY



SONY
make.believe

Presented by :

❖ **KASIF**

❖ **KUNAL**

❖ **LATIKA VAISH**

❖ **MEGHA**

❖ **NADEEM**

❖ **NEHA SANGAL**



- **Founded by Akoi Morita & Marasu Ibuka on 7th may 1946.**
- **Its Head quarters are in Minato , Tokyo , Japan.**
- **Sony known for its creating “ Products that stimulate the senses and refresh the spirit.**



ABOUT US

- 1946 : Tokyo Telecom Engineering
- 1950 : First Japanese Tape Recorder
- 1955 : First Transistor Radios
- 1957 : First Pocket-Size Radio
- 1958 : Name Change To Sony
- 1968 : Intro Of Trinitron Color TV
- 1979 : Walkman Personal Stereo
- 1980 : Major Producer Of Disks/Floppies

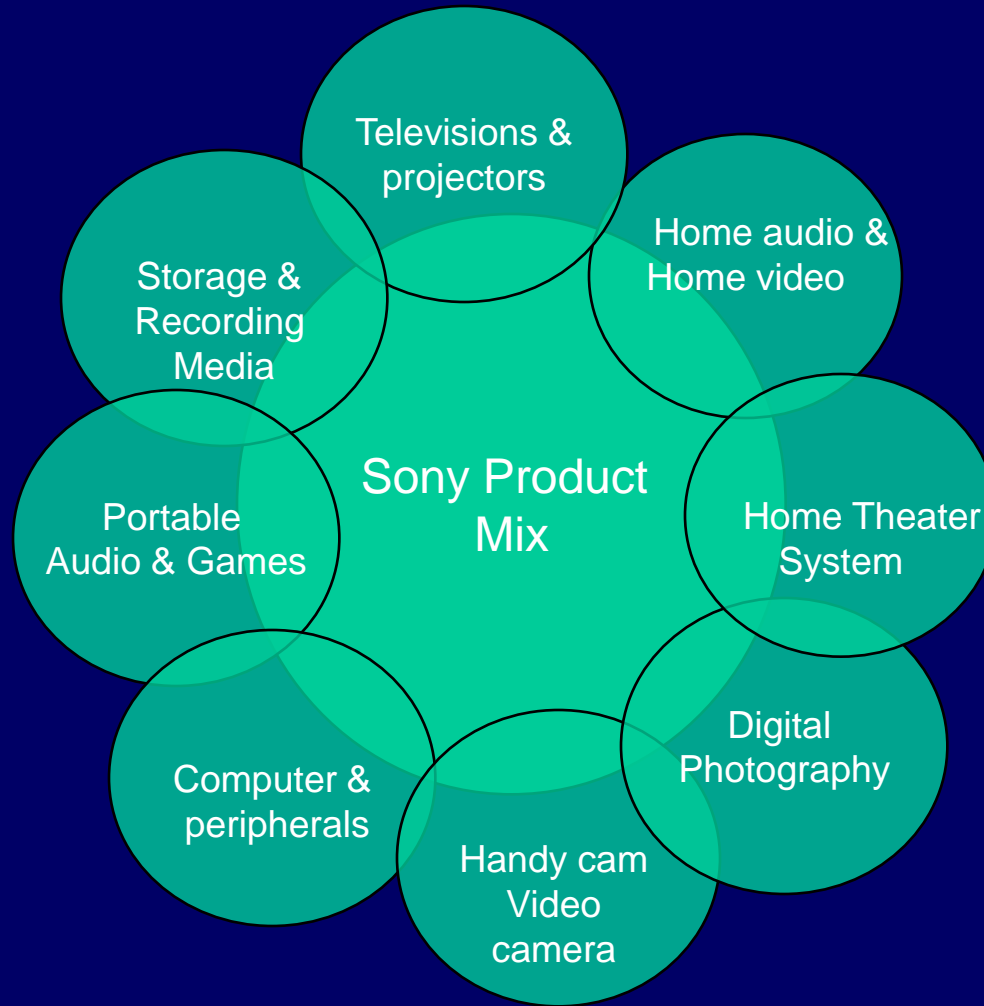


ABOUT US

- 1988 : Bought CBS Records For \$2 billion
- 1989 : Bought Columbia Pictures For \$4.5 billion
- 1997 : JV With Philips To make Audio CD
- 1998 : Launched WEGA Flat Screen TV
- 1999 : JV With Philips, Sun Micro system To Develop Networked Entertainment Products
- 1999 : Walkman With MP3 Capabilities
- 2000 : Form Playstation.com- Games/Software Online
- 2000 :Restructured All Entertainment Units Under Sony Broadband Entertainment



Product Mix





Television And Projector

Bravia LCD TV, CRT Tv, Home theatre, projector, business projector, public display panel

Home Video

Blue ray disk player, DVD Player, dvd portable player

Home Audio

Hi-Fi System, Home Audio Accessories

Home Audio

DVD Home Theatre System, Home Theatre Component System

Digital Photography

Digital SLR, Cyber Shot Digital Camera
Digital Photo Printer, Digital photo Frame



Product Length

**Television &
projector**

**LCD : 16
PRODUCTS
UNDER 6
DIFFERENT
SERIES**

**PUBLIC
DISPLAY
PANELS : 7**

Games

**PLAYSTATION 3
PLAYSTATION 2**

**Home video, audio
& Home theatre**

DVD PLAYER : 10

**HI-FI AUDIO
SYSTEM : 31**

**HOME
THEATRE : 18**

TOTAL PRODUCT LENGTH OF SONY IS 64

Competitor Analysis



VIDEOCON

- Founded by Nandlal Madhavlal Dhoot in 1987.
- Its Headquarters is in Gurgaon India.
- It deals with the Products like Refrigerator, air conditioner, television & mobile phones.
- Ambassador is Mr. Abhishek Bachhan.

SWOT Analysis

| | |
|---|---|
| <h3>Strength</h3> <ul style="list-style-type: none">• Strong corporate brand identity.• Diversified geographic base.• Focus on research & development. | <h3>Weakness</h3> <ul style="list-style-type: none">• High cost manufacturing base.• Unfunded employee post retirement benefits. |
| <h3>Opportunities</h3> <ul style="list-style-type: none">• Increase in engineer talent so improve productivity.• Attempting to sell their high quality products cheaper especially in new markets. | <h3>Threats</h3> <ul style="list-style-type: none">• Lack of direction has given competitors ample time to pull away.• A lot of their products are forged & sold as fakes, inflicting danger level of damage to brand image & loyalty. |



THANK YOU