

1. In the recent past, Sony has been designing and developing devices with advanced technological features such as PlayStation 5 that provides a gaming experience through virtual reality and other such enhanced hardware than the Xbox, and a series of Xperia smartphones with advanced display and camera features than many of its rivals' devices.

**Industry Analysis and Company's Position:** First or a Late entrant

**History of the Industry** Description of the Industry Sony Corporation is an enterprise based totally in Japan which turned into set up in 1946 with the aid of Masaru Ibuka and Akio Morita its activities are provided specifically in electronics, game, enjoyment and financial sectors. Therefore, Sony's strengths include the firm's capacity to integrate innovation with superior content and electronics know-how and tight coupling of content with technological devices such as the gaming platform with first party game titles. The innovative response and strategic diversification and diversification have enabled Sony to sustain a competitive imperative in many markets given its strength brand reputation and advanced technological capability. For instance, the electronics market where Sony fights with such contenders as Samsung and LG, Sony offers customers devices with state-of-the-art display technologies, including OLED and 4K HDR TVs. The rapid pace of marketplace change, high volatility of call for, and the presence of exceptionally aggressive incumbents and new marketplace entrants are the principle features of the enterprise. The company developed several innovations for the market, like the Walkman – a portable music player of the compact audio Cassette and the PlayStation gaming console, which is a global leader on the video game market. The enterprise in which Sony engages is the electronics and amusement business globally a large industry that contains of sub industries along with client electronics, semiconductors, gaming, movies, and music. It determines product development and operation strategies by prioritizing on the production of technologically superior products and services, market diversification and cohesiveness of company affairs in electronics, entertainment and financial segments. For example, it has PlayStation that integrating gaming and on-line services of multimedia and others and its television, audio, video products from advance semiconductor and display technologies. Of all digital merchandise which have long past through awesome technological development, Sony has been one of the principal forces in the back of technologies like TV show technology, consumer electronics, and game console technology. In some fields like smart mobile devices, Sony is a follower rather picking a niche and striving to become a market leader as Apple or Samsung. The company continues to fix large amounts on the research and development sector so as to sustain its domination in electronics and entertainment sector, the global spread of the company is used in controlling the costs of production.

**Resources, Capabilities and Competence** As organizational resources Sony has state of the art research and develop facilities, manufacturing plant and distribution channels all over the world. The company also has large investments in intangible capital in the form of brand, IP, and content repositories (audio/visual material, music, movies, and games etc.).

**Revitalizing of Products & Services** Product and Service Innovation In multiple fields, Sony has always been in the vanguard of the novelty. Likewise, PlayStation that was launched in 1994 changed the face of gaming through improved graphics, an extensive collection of games, and a complex network of online gaming. Sony's efforts of establishing a strong brand in smartphone industry are still not very impactful in spite of technological improvement in products. Another business move that forecasted the difficulties of

sustaining the competitive advantage is the company's withdrawal from the laptops segment (VAIO). All the same, due to its innovative response and strategic diversification, Sony has been in a position to sustain a competitive imperative in many... However, Sony also experienced a continuous threat from the late entrants like Samsung in television sector and Apple in personal entertainment gadgets.

**Business Strategy and Competitive Advantage** Sony business level strategy is mainly focused on product differentiation and technological advancement. The strategic management instrument, which has contributed significantly to growth is diversification, which has made Sony to extend. The major sports are concentrated on electronics, particularly on objects used in houses, cinema and tune, and finance.

**Strategic Management at the Corporate and Business Level**

**Corporate Strategy** Sony's corporate level strategy can be categorized into three; innovation, brand and diversification. It has diversified into other business segments other than the electronics such as the movie and music business with subsidiary of Columbia. Major innovations it carried out include Walkman; PlayStation; 4K and OLED technologies among others.

**Vision, Mission and Goals** Sony's mission is to be one of the most successful companies that provide consumers with the exceptional experiences with the help of technology and entertainment. They have been for most part the pioneer company in most sectors especially in consumer electronics as well as entertainment. Sony's topmost corporate-level strategy is the concept of the Sony Group, and this particularly concerns the electronics and entertainment groups. But not all have been innovation successes.

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