

Analysis of Sony Corporation

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Abstracts

Sony Corporation is engaged in the development, design, manufacture and sale of various kinds of electronic equipment, instruments and devices for consumer and industrial markets. The company develops, produces, manufactures and markets home-use game consoles and software. It is also engaged in the development, production, manufacture and distribution of recorded music in all commercial formats and musical genres. Sony develops, produces, manufactures, markets, distributes and broadcasts image-based software, including film, video and television.

Aruvian Research presents Analysis of Sony Corporation. A complete and comprehensive analysis of Sony, the world's leading electronics company, includes an overview of the electronics industry in the United States, a PEST Framework Analysis of the US Electronics Industry, and then moves on to analyzing the company itself.

Company analysis from Aruvian includes a history of Sony, a business segment analysis of the segments Sony operates through, a look at the organization structure of the company, a geographical operating segments analysis, an analysis of the company's major competitors namely Koninklijke Philips Electronics NV and Matsushita Electric Industrial Co Ltd.

A financial analysis of Sony is presented in the report which includes a ratio analysis, basic profit and loss analysis, presentation of the company balance sheet, and much more.

A SWOT Framework Analysis of Sony Corporation completes this in-depth company analysis.

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I. FUTURE PERSPECTIVE

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