

Sony Corporation – SWOT Framework Analysis

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Abstracts

Japanese multinational company Sony Corporation is a diversified electronics and entertainment provider. The company's businesses include gaming, electronics, financial services, entertainment, etc. The company is also active into the business of producing movies. Sony is one of the top developers of electronics for the consumers and professional markets.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. SWOT analysis groups key pieces of information into two main categories:

Internal factors – The strengths and weaknesses internal to the organization.

External factors – The opportunities and threats presented by the external environment.

Aruvian Research analyzes Sony Corporation in a SWOT analysis and looks at the company's strengths, weaknesses, opportunities and threats in this comprehensive research report.

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