

Sony Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Sony Corporation Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Sony Corporation and its competitors. This provides our Clients with a clear understanding of Sony Corporation position in the [Computers and Electronic Equipment](#) Industry.

The report contains detailed information about Sony Corporation that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Sony Corporation. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Sony Corporation financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Sony Corporation competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Sony Corporation business.

About Sony Corporation

Sony Corporation, through its subsidiaries, engages in the development, design, manufacture, and sale of various electronic equipment, instruments, and devices for consumer, professional, and industrial markets, as well as game consoles and software. The company's products are marketed worldwide by sales subsidiaries and unaffiliated distributors, as well as direct sales via the Internet.

The company engages in the development, production, manufacture, marketing, distribution, and broadcasting of image-based software, including motion picture, home entertainment and television products. It is also engaged in the development, production, manufacture, and distribution of recorded music. Further, the company is also engaged in various financial service businesses, including life and non-life insurance operations through its Japanese insurance subsidiaries, banking operations through a Japanese Internet-based banking subsidiary and leasing and credit financing operations through a subsidiary in Japan. In addition, it is engaged in a network service business and an advertising agency business in Japan.

Products and Services

CONSUMER PRODUCTS & DEVICES

Televisions: Televisions includes LCD televisions.

Digital Imaging: Digital Imaging includes home-use video cameras, compact digital cameras, and digital single-lens reflex (SLR) cameras.

Audio and Video: Audio and Video includes Blu-ray Disc players/recorders, DVD-Video players/recorders, home theater, home audio systems, portable audio, and car audio.

Semiconductors: Semiconductors includes charged coupled devices (CCDs), complementary metal-oxide semiconductor (CMOS) image sensors, system LSIs, small- and medium-sized TFT LCD panels, and other semiconductors.

Components: Components includes batteries, optical disk drives, chemical products, audio/video/data recording media, storage media, and optical pickups. Chemical products include materials and components for electronic devices, such as circuit boards and adhesives.

Networked Products & Services

Game: Sony Computer Entertainment Inc (SCEI) develops, produces, markets, and distributes PlayStation3 (PS3), PSP (PlayStationPortable) (PSP), and PlayStation2 (PS2) hardware and related software. Sony Computer Entertainment America LLC (SCEA) and Sony Computer Entertainment Europe Ltd. (SCEE) market and distribute PS3, PSP, and PS2 hardware, and develop, produce, markets, and distribute the related software in the U.S. and Europe. SCEI, SCEA, and SCEE enter into licenses with third-party software developers.

PC and Other Networked Businesses: PC and Other Networked Businesses includes PCs and flash memory digital audio players.

B2B & DISC MANUFACTURING

The B2B & Disc segment comprises the B2B business, including broadcast- and professional-use products, as well as Blu-ray Disc, DVD, and CD disc manufacturing.

PICTURES

Global operations in the Pictures segment encompass motion picture production and

distribution; television production and distribution; home entertainment acquisition and distribution; a global channel network; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services, and technologies. Sony Pictures Entertainment Inc. (SPE) distributes entertainment in approximately 140 countries.

SPE's motion picture arm, the Columbia TriStar Motion Picture Group, includes SPE's principal motion picture production organizations, Columbia Pictures, TriStar Pictures, Screen Gems, Sony Pictures Classics, and the International Motion Picture Production Group.

Sony Pictures Television (SPT) develops and produces television programming for broadcast, cable, and first-run syndication, including scripted series, unscripted reality or light entertainment, daytime serials, games shows, animated series, made for television movies and miniseries, and other programming. SPT also produces content for the Internet and mobile devices and operates Crackle, a multi-platform video entertainment network focusing on premium video content. Internationally, SPT produces local language programming in markets around the world, which a

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
The complete financial data is available for publicly traded companies.

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SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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