

Sony Corporation - Company Profile and SWOT Analysis

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Abstracts

Sony Corporation %li%Company Profile and SWOT Analysis

Summary

Sony Corporation %li%Company Profile and SWOT Analysis, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

Key Highlights

Sony Corporation (Sony or 'the group') is a designer, developer, manufacturer and marketer of audio, video, imaging, game, communications, and information technology products. It sells products to the industrial, consumer and professional markets. The group operates in electronics, entertainment, and financial services sectors. Sony offers a wide range of products, including mobile phones, tablets, accessories, applications, home and portable game consoles. Sony also provides compact digital cameras, interchangeable single-lens cameras, video cameras, broadcast%li%and professional-use products, televisions (TVs), audio and video products, semiconductors, and components. The company also offers network services relating to game, video, and music content, and financial services. Sony operates across Asia Pacific, Africa, Europe, Latin America, North America and the Middle East, Africa. The company is headquartered in Tokyo, Japan.

Scope

Detailed information on Sony Corporation required for business and competitor intelligence needs

A study of the major internal and external factors affecting Sony Corporation in the form of a SWOT analysis

An in-depth view of the business model of Sony Corporation including a breakdown and examination of key business segments

Intelligence on Sony Corporation's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Sony Corporation, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

Reasons to Buy

Gain understanding of Sony Corporation and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess Sony Corporation as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Sony Corporation's business structure, strategy and prospects.

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