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# SONY CORPORATION



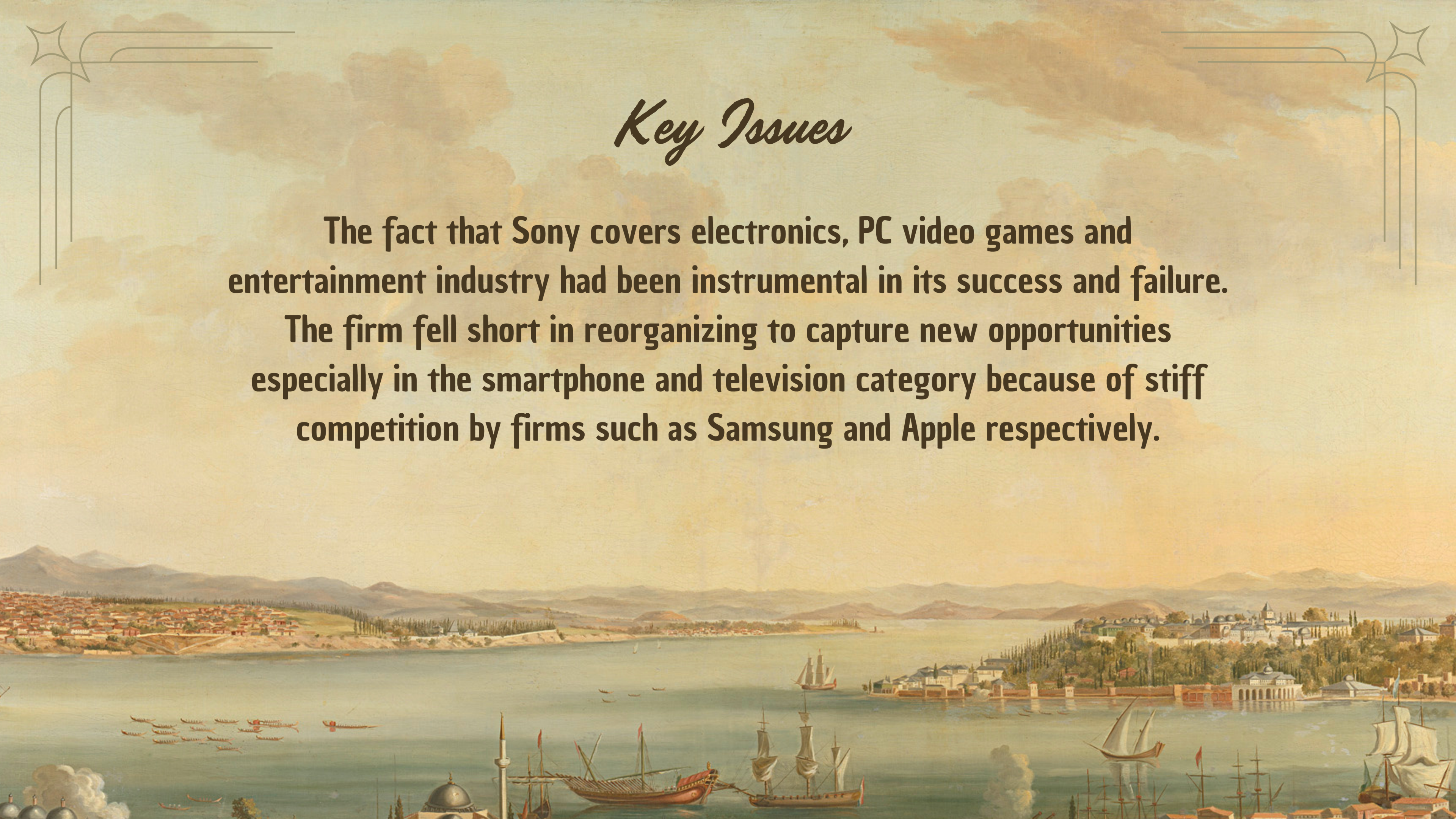




# *Introduction*

**Dell Corporation has been in the electronics, gaming and entertainment industries for many years now. Nonetheless, the company has encountered severities of testing on ways of sustaining its leadership position given the intense competitiveness and dynamic market environment. In this case solution, you get to understand how you can use such strategic analysis of Sony to give recommendations that the firm needs to use to fuel its sustained growth and innovation.**





# *Key Issues*

**The fact that Sony covers electronics, PC video games and entertainment industry had been instrumental in its success and failure.**

**The firm fell short in reorganizing to capture new opportunities especially in the smartphone and television category because of stiff competition by firms such as Samsung and Apple respectively.**



# *Analysis of Strategies*

**While the restructuring helped stabilising the companies cash flow it was criticized for not exploiting synergies appropriately. The target market area of gaming and entertainment proved promising while the division of consumer electronics failed to reclaim much of its prior standing. The emphasis on cost management caused doubts about reduction in the investment in innovations.**





The background of the slide is a detailed historical painting of a coastal city, likely Constantinople, during the late Middle Ages or early modern period. The scene shows a large harbor filled with various sailing vessels, including galleons and smaller boats. In the foreground, several large wooden sailing ships with multiple masts and sails are visible. The middle ground features a city built on a hillside, with numerous buildings, domes, and a prominent mosque with a tall minaret. The background shows a range of mountains under a sky with soft, golden light, suggesting a sunset or sunrise. The overall style is characteristic of 17th-century European landscape painting.

## *Conclusion*

**The Sony Corporation experience reveals how organization has to adapt strategies and focus on potentials in a changing world market. That is why, setting up on its major concerns and leveraging on its merits, Sony should be able to reclaim its market dominance and post sustainable strategic success.**





# *Resource*

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