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SONY CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Sony Corporation

Company Sector : Consumer Electronics, Conglomerate

Operating Geography : Global, Japan

About the Company : Sony is a Japanese multinational headquartered in Tokyo, Japan. The company is into multiple and diverse businesses such as consumer electronics, gaming and financial services. Sony stood at 105th in Fortune Global rankings in 2017 and has around 128,400 employees globally as of 2017. Established in Japan in May 1946 as Tokyo Tsushin Kogyo Kabushiki Kaisha, Sony was a joint stock company (Kabushiki Kaisha) under Japanese law. In January 1958, it changed its name to Sony Kabushiki Kaisha (“Sony Corporation” in English). It featured on the Tokyo Stock Exchange (TSE) in December 1958 and in 1970 also got listed on the New York Stock Exchange (the “NYSE”). Sony was ranked 97th on the 2018 Fortune Global 500 list.

Sony Corp’s mission statement reads “A Company that inspires and fulfills your curiosity”. Sony’s vision statement reads “Using our unlimited passion for technology, content and services to deliver groundbreaking new excitement and entertainment, as only Sony can”. The Company’s founder’s vision was “To establish of an ideal factory that stresses a spirit of freedom and open-mindedness, and where engineers with sincere motivation can exercise their technological skills to the highest level” at first chapter. He also mentioned “To reconstruct Japan and to elevate the nation's culture through dynamic technological and manufacturing activities”, “To rapidly commercialize superior technological findings in universities and research institutions that are worthy of application in common households”, and “To promote the education of science among the general public”. Sony’s USP lies in being the leading manufacturers of electronic products for the consumer and professional markets, and a leading player in the film and television industry. The Company also owns the largest music entertainment business in the world and is sales leader in the semiconductor industry.

Revenue :

8,543,982 Million Yen – FY ending 31st March 2018 (y-o-y growth 12.4%)

7,603,250 Million Yen – FY ending 31st March 2017

8,105,712 Million Yen – FY ending 31st March 2016

SWOT Analysis :

The SWOT Analysis for Sony Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Rich competency in product differentiation and high value added models 2. Strong recurring business revenues 3. PS4 hardware cost reductions due to adept research and development 4. Growth in licensing revenues, streaming and broadcasting 	<ul style="list-style-type: none"> 1. Higher marketing expenses for media networks and motion pictures 2. Sony does not own any major US broadcast networks 3. Pictures segment not up to the mark of the target set by the company 4. Incurring high restructuring costs
Opportunities	Threats
<ul style="list-style-type: none"> 1. Huge demand of Gaming & Network services, especially for PS4 2. Market shifting to value added models in Home entertainment e.g. 4K televisions 3. Increasing demand for recorded music and digital streaming 4. Strong growth in Semiconductor and image sensors division 	<ul style="list-style-type: none"> 1. Fluctuations in foreign exchange rates 2. Frequent earthquakes in Japan

PESTLE Analysis :

The PESTLE Analysis for Sony Corporation is given below:

Political	Economical
1.Government policies to manufacture locally help create more business opportunities	1.Sharp fluctuations in currency markets 2.Dependency on US Fed interest rate scenario 3.Favourable consumer spending trends
Social	Technological
1.Growth in demand of value added models of electronics products 2.Demand shifting from downloads to digital streaming	1.Gaming industry moving towards Virtual Reality (VR) 2.Investments and R&D in technology areas to help improve earnings quality
Legal	Environmental
1.Delay in approvals needed to procure or produce components	1.Earthquake prone Kumamoto region of Japan may impact Sony's operations

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