

# Swot analysis of sony corporation

Technology



**ASSIGN  
BUSTER**

## SWOT ANALYSIS SWOT ANALYSIS OF SONY CORPORATION & L. G COMPANY

**STRENGTHS OF SONY CORPORATION ?** Strong Brand Image ? Worldwide Reputation ? High Market Share ? High Quality Products ? High Technology ? Pioneer in the Industry as Being Creative and Innovative ? Supports R&D Activities ? Diversification in Manufacturing Locations Around the World ? Ability to Provide High Motivation to Its Employees ? Loyal Customers

**STRENGTHS OF L. G SWOT ANALYSIS ?** Market leader in home appliances. ? Has got manufacturing unit in tax incentive . ? Wide range of products to serve all categories. ?

Widest distribution network in the industry (47 branches, 10000 trade partners). ? Good after sales service offered.

**WEAKNESSES OF SONY CORPORATION ?** Over self-confidence which's level sometimes reaches not paying attention to their rivals. ? Diversifications in unsuitable businesses for itself. ? They insist on their own formats. ? Competitively high prices. **WEAKNESSES OF L. G ?** Samsung being its competitor provides similar products. ? Consumers compare L. G with Samsung its Korean rival not with other global companies. ? Lack of expert operators for complex machines due to illiteracy and lack of training in India.

**SWOT ANALYSIS OPPORTUNITIES OF SONY CORPORATION ?** Continuous growth in their sectors. ? Increasing demand in technological products around the world **OPPORTUNITIES OF L. G ?** Fast growth of the home appliances market ? Shifting to rural areas ? Thus maintaining control over the market and the highest share in home appliances market

**THREATS OF SONY CORPORATION ?** Strong competition in the market. ? Short product lifecycle. ? Imitation of brand name and technology **THREATS OF L. G**

? Close competitors like Samsung are compared to it. ? Price war with Samsung. ? Competition from Indian brand and other foreign brands. ~