

Marketing plan

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Marketing Plan Marketing Plan Sony Corporation is involved in the manufacture of various electronic devices, equipment, software, game consoles, just to name but a few. It implies that it has a diverse range of products for its large customer base. According to Forbes listing, it is number 233 in the Global 2000, 91 in sales, 181 in assets, 591 in profits, 80 in the value of brands, and number 546 in market value (Forbes, 2015). Its current market capitalisation stands at US dollars 20. 15 billion.

One of the product that Sony has developed is the Sony wristband known as the SmartBand SWR10. The strength of this product is that it is waterproof, has a display styled with dots, it is waterproof and comes in a variety of colours. Other strengths include the capability to mute cell phone calls and vibration alerts. The weakness is that it is only compatible with Android smart phones using the Android 4. 4 software and above. The wristband also operates only with Bluetooth 4. 4 and above only (Mcdannald, 2015).

According to market researchers, the competitions strengths is that almost all wearable devices emanate from the same idea. Hence, customers are only easily swayed by the brand name. The weakness of the competition is its inability to work with other software like IOS or older versions of the software it is compatible with. This has a big impact on the sale of the wristband (Boxall, 2014).

According to market analysts, the Sony wristband has lived up to 75% of its real ability. Thus the market sale trends and forecasts are doing well. A price history of the product on amazon shows the fluctuations it has gone through from \$77 to \$49. Perhaps, it is an indication of the demand pattern for the product, which has affected the pricing. However, in spite of the volatile

nature of wearable technology, the forecast remains strong as the field is still green with opportunities for better products (Trew, 2014)

References

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