

Report on the essentials of marketing at sony corporation



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Sony Corporation is the world's leading company in entertainment and electronic gadgets.

They are considered one of the most competitive and established businesses in the world with over 163,000 employees all over the world. As a global company, they used different techniques that will boost their sales not only in a particular region but of the whole world. These techniques include advertisements through broadcast and print media, online promotion, sponsorships and researches and marketing surveys. Through this, they had ensured their stability through the years. Marketing is a vital part of their company because they have to develop techniques that are different from other companies' strategies in promoting their products.

They should make the edge of their company aside from their company's reputation in the world, as one of the premiere and first innovator of electronic gadgets. Being a pioneer of this kind of industry does not make their work easier. In fact, they have to work hard for them to be able to protect their name that was built years ago. That's why, marketing strategies are needed, not only in promoting and boosting their sales, but also, in making sure that Sony Corporation will still be Sony Corporation in the years to come. Company Introduction: Sony Corporation the world's leading company in entertainment and electronic gadgets.

They are considered one of the most competitive and established businesses in the world with over 163,000 employed people distributed to all their company sites around the globe. The company is subdivided into different

businesses such as Sony Electronics Inc. , Sony Entertainment Inc. , Sony Pictures Entertainment Inc.

, and many others. These provide revenue to the company with almost \$18.9 Billion last fiscal year. Aside from being considered as the leading company in providing quality entertainment to its markets worldwide, Sony is also known in introducing latest gadgets and latest innovations that are considerable as the best in the current time here the gadgets are introduced. From the latest function of their cameras and mobile phones to the latest design and musical techniques, they had provided the world a standard to follow for them to be able to be considered also as the best in their industry.

Sony Corporation had foreseen that by using different marketing techniques and strategies, they can easily get the eye of the consumer and their interest in their product. They maximized the fact that people always want to have a better gadget every time that's why they continuously develop different kinds each year and provides the people with different products each year. More important than this is, they triumphantly instilled to the mind of the people that they need their products in order to survive in the world. Although their company produces goods that are not considered as the primary human needs, through constant and intensive marketing campaigns, they made a realization to the whole world's population that they need their gadgets in order to survive and be part of the human world.

Marketing Defined: If you defined marketing, it is not as simple as advertising your products for you to be able to sell it. This is just one of the many processes involved in marketing. By using simple words, we can define

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this as the process where we create a mutual interaction between two parties involved where they are satisfying the needs and the wants of each other. By doing so, they had included an understanding and an interaction wherein they can give each other a venue where they can have an opportunity to earn something from what they are doing. It is important to have marketing strategies and skills in the company because it serves as the fuel that regenerates the company. It supports the company through out its processes and is expected to be the most active and competitive when it comes to the promotion and selling of their products.

In Sony Corporation, they had used marketing strategies not only in advertising their products through every media possible but also in lowering the cost of their production and tying up with other companies in producing high quality products. By doing so, they had made a balance where the revenue of their company is still protected but their company costs of production are lowered. Marketing Company and its Importance: As previously stated, marketing is a vital operation of an organization because it serves as the support of the company in all terms. Aside from providing an opportunity for the company to advertise and tell the world about their products and actually sell it, they had also been able to maximize all their sources in cutting off extra expenses and even the costs of some of their production processes through sponsorships and media and other company relation. This is an essential part of the company. They have to develop unending skills and new idea on how they will use and maximize their sources for them to be able to have larger revenue and more customers that will patronize their products.

On the last decades, marketing techniques include only advertising and telling the world about their products. But, as the years passed by, where there exist many competitors that offer the same product, they have to develop schemes that will show their edge and the difference if they buy or used their products compared to the others. Sony Company had been victorious in doing these because even though there are many companies in the world that offers almost the same products and gadgets as they are, they had provided the world their own identity and the difference of their service than the other. It is an important marketing strategy for a company to make the people realize that there is a significant difference if they will choose Sony Company than any other else in the world. Aside from having their identity and edge over other companies in the world, they had also exhausted all the possible means to tell the world that they need their product, so they have to buy or they have to own on in order to survive in the world. It is a technique in modern marketing to tell the world that they need certain things in order to survive and be part of the world.

By doing so, they managed to get the interest and eye of the people to their product and made them agree that what they are telling is true enough to be considered. This is a great challenge in the modern marketing skills and techniques on how they will develop system that will make these possible. How will they tell the world that their products are necessity and part of the everyday lives so they have to but and use these for them to be able to live in this world with no problems. By doing this, they managed to develop systems that will fit in this modern world's advance knowledge and needs. Sony Company used primarily broadcast media in terms of television,

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newspaper and radio plugging to further get the attention of the people. By doing so, they get the opportunity of being known and being seen in action for the people to see what it means to have their product.

They also make personal attachment to the product by putting it personality for the people to associate themselves in the product for them to be hooked and patronize their product. Aside from advertisements in primetime shows, they also use different personalities to endorse their product. They use the likeability of the person for them to attract more and more consumer. In doing so, people are getting attracted to the person and in effect, they will buy the product for them to get associated with the one endorsing it. Aside from that, they also managed to invest on online advertisement to further enhance the sales of their products.

By using this medium, they get accessed by many people across the globe. By improving their web sites where people can find all their needed information for a specific item, they could improve their sales promotion and advertise new products and endorse those products that were not making a profit. One of their techniques to increase the sales of their entire product is their control in the model and design applicable to some parts of the globe. Because of their continuous innovations, some companies experienced back loss because of the previous units they assemble and the opening for sales of a newer and higher level units that surpassed the previous one. Of course, people will go for the newer model and forget about the older version.

But Sony Corporation addressed this problem by offering a specific model to specific region in the world for a span of time. By doing this, the newer

version will have its time to get bought by the people and after some time, when they release their new models, people will just have to change their models and not compared it with the other versions. Marketing Strategies and Their Implications to Sales: Due to the demands of people world wide, Sony had devised different approaches on how to deal with different needs of the people and different taste on different gadgets. By carefully assessing their sales and the implications of every functions and service that they add to the specific item that they sell, they had included a technique of knowing what should be done in order to define the consumer's additional needs for them to further enhance all their gadgets and products. Through surveys and customer satisfaction reports, they had involved customers and clients suggestions in integrating with their latest products that's why they are able to produce a new version of their old products that give a better touch and better usability for the clients that is why they had improved their sales. This marketing strategy helped them not only in promoting their latest products but also in making a name that will be easily recognized by the people.

They successfully used this technique in introducing not only the products they sell but the company itself. Talking about customer satisfaction, it does not end there. Different researches had been also made in order to further attest the validity of the reports and claims made by the surveys. They also make an in-depth analysis and research on this matter for them to be able to have at least a support on their claims. Aside from researches and surveys, they also improved their styles in advertisements. They ventured not only in television and print media but also online resources and sponsorships.

In doing so, there is a large change to their sales that made a difference on their promotional tactics every year. In-depth Analysis: Sony Corporation

Since Sony Corporation is already an established company in the world, many thought that it is easy for them to sell products and make a profit. But this is just one of the false knowledge that we have with regards to them. In fact, they are the ones who really need to boost their marketing strategies for them to maintain their position in the years to come.

By doing so, they had to make sure that they are doing their best to promote and make satisfactory products for their clients and customers to continuously patronize them. Due to the existence of many competitors in the world, they have to make their own way to define the difference of their companies to the others. One of their marketing strategies that they use is their concept of originality and pioneer in introducing functions and products that is not found in any gadgets in the world. In this way, they claimed that they are the ones who really initiate change and innovation for the people to have a more high technology gadgets. This is one of the importances of marketing strategies especially in their companies.

They had to tell their customers their difference, their edge and the service they have that will never be addressed by any other company. In this way, they will make assurance to the customers that they receive the best service and product that they could have in the world. By doing this, they make a connection to their clients all over the world that they have what it takes to be a respected company in their own industry. It is important to see the ever and dynamic changing demands and necessity of the people in the world.

And because they are founded decades ago, it is a challenge for them to make changes that will fit in the modern world. But, as we can see in their current standing in the world, they had emerged triumphant in showing the world, their way of giving a new touch to the modern world's needs. They successfully introduced changes and innovations that made a phenomenal hit to the world. Now, people understand that Sony is really an innovator and initiator of cool change and high technology gadgets.

Sony is a really different company compared to the other companies existing in the world that offers the same services and products as they are. One factor that they consider is their broad options in making things in the different contexts but still have the same output as they envisioned in their company goals. Because now, they had introduced a vast number of selections of electronic gadgets, I would be a problem of them if they do not control the systems that provide each and every gadget a successful touch that could bring down their ideal outputs. In doing so, it is a great deal to check their consistency in all of their products to avoid competition among their products. Also, they take into consideration the span of time since they last introduced a gadget. Why is that? It is because they want to give time for the product to have its time to be sold.

They don't want it to be easily forgotten because of the release of their newer version. It is also part of their marketing strategy because if they will take enough time before they will introduce a newer version, people will have time to enjoy their older version and at the same time, when there is a new release, it would be easy for them to change their gadgets. Marketing strategies and techniques are really essential to the company because of it <https://assignbuster.com/report-on-the-essentials-of-marketing-at-sony-corporation/>

capability to ensure the company's existence and stability for a long time. Sony Corporation valued the importance of this aspect in business that is why they really put a large effort in developing techniques that will surely give them higher and more developed venue where they can explore more of their potentials in marketing and promoting their company as well as satisfying their customers in the services they provide. It is important to understand that marketing strategies should be developed by the company itself, because all of their competitors have also marketing strategies for them to make their way above the other companies that already made their identity in the market.

Being a pioneer in this industry, as was said earlier, does not make their jobs easier. Because the reality is, they have to develop extra marketing strategies that will make sure that their name is still prominent and known in the world through their products and services offered. By taking into account every aspect that could lead to the development of their techniques in ensuring that they still have the same reputation as it was built by the frontiers pioneers when they introduced Sony Corporation in the world decades ago, they will have more precise steps in doing things and making their marketing skills and strategies a lot more different from the others. Aside from having innovations in their current products, they also have to innovate in their ways of promotion and protection of their company's goals because there exist many companies bounded by their own personal interest that will do all their best in making stories that will surely destroy the reputation and the name of Sony Corporation thinking that by doing these things, Sony will incur losses and will somehow be defeated in the race of

being the number one electronic company in the world. The main difference of marketing strategies and promotional strategies is the latter only make sure that the customers and the people will surely buy the product.

But the first one does not only make sure that they will buy the product but also, that they will come back, they will promote the products to their friends, they will come back to buy another products and they will patronize not only the products they bought but the whole company itself. It tries its best to make the people realize that Sony Corporation is the only answer in their electronic needs and to a higher innovation of gadgets. By making this appeal to all the clients and their customers around the world, they had already made their identity marked on the consciousness of the people and at the same time promote their company to the new generation. This is just one of the goals of their marketing strategies.

Aside from that, they also envisioned partnerships with other electronic companies for them to further explore their skills and their capabilities of making things out of their creativity and their passion to have innovation and to further do things to their higher level. By having the drive to innovate, they want to have partners who already introduced and are currently having the stand of being a pioneer in this aspect and venture and invest on that kind of track. But, as the demand for a higher quality of services arises, different questions and factors are to be considered aside from the factors that affecting the goals and sales of the company. It should also deliver some ethical consideration, environmental and societal issues for them to assess if they really did the better choice. Some ethical consideration that should be understand by the company making a choice is if they are sure <https://assignbuster.com/report-on-the-essentials-of-marketing-at-sony-corporation/>

enough that what they did is for the betterment of the world and not only of those who wants to take advantage of other people by using high caliber stuffs to make an advantage of those who can't afford to have it.

It is said that electronic gadgets are easy tools to make advantage such as peeping and invading privacy through the use of different high technology gadgets. Until now, it is a question if they are really needed for the society to run normal. Different sociologist claimed that because of these high technology gadgets, the needs for unending innovation and discovery for all electronic gadgets will never end. As people always see the innovation and the chance to have newer and newer and cooler gadgets, they will demand and make their full effort to have them. This, as they see, is a social dysfunction in which the society is working towards a no end improvement.

But Sony Corporation views it as a normal flow of society. Due to the opportunity of having and building a business out of the people's demand for a cooler gadget, what they did is the maximize the demands and the people's wants for them to be able to arrive to a better and more complicated system that will satisfy and at the same time make people understand that now that we are in the modern world, where everything is almost controlled by electronics gadgets, it is just normal for us to ask for a more competitive gadgets and things that will match the time that we have now there is nothing wrong for the people to have things that will only complement the needs of the era. Nevertheless, the claim of the unended needs and wants of people is just normal because it is true that people are never satisfied for what they have. And this is one of the company strategies to give them the best and the things that will satisfy them for a given span of <https://assignbuster.com/report-on-the-essentials-of-marketing-at-sony-corporation/>

time and then develop more and more innovation for them to be satisfied if they are not happy anymore with their current item.

SONY Corporation, just like any other companies, had only maximized their opportunity due to the fact that they know that people have a natural way of expressing their unended drive to strive for a higher level of gadgets. They only played their strengths on that but they are not forcing to them to want more. As much as possible, they develop the fully blast gadget that will suffice the current needs of the people and then later on develop due to the call of innovation and technological advancements expected to them.

Another issue that they are constantly dealing with is the environmental issues that govern their company policies and rules. Greenpeace, a world wide organization that continuously fights for the environmental concerns claimed that some electronic companies, including Sony , had been using dangerous materials that threaten the current situation of our flora and fauna. They say that if these materials are not disposed properly, it will not only destroy the life of the planes and animals but also threaten the life of the people.

This is a major problem that almost all of the companies had been trying to address. And one of the marketing strategies they devised for them to be able to continue their prominence in terms of serving electronic gadget is their alliance with environmental organizations and promotes the welfare of the environment through recycling and disposing properly their waste electronic gadgets. They disseminated information on how to reuse, or sell used electronic materials and parts such as batteries and the units

themselves for them to be able to save and avoid the possible threats that
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might be brought upon by the not proper disposal of these harmful things in the environment. Truly, marketing is really important because it addresses not only the concerns of the sales but the whole company as well. It resolves problems and conflicts that might bring a bad image to the company that will affect not only the sales but los their drive to push through their goals in the company.

Through this, they will ensure not only the stability of the company but also their success through the next years. Conclusion: Marketing is really important in a company, in any company. For them to be successful, they should have a better marketing strategies that are different from other companies for them to have an edge for every product and services that they will sell. This is a vital step for them to have a success in their search for a better company struggle and company position in the business world. Sony Corporation, as the world's premiere company in giving the world the best electronic needs that they should have, needs the best and the most efficient and effective marketing strategies.

The success of their company lies on the hands of those people who develop and strategize their company ways of marketing their products and the company itself. By looking at their ways of making things possible, we can say that as of now, they have good marketing strategies because they are successful in retaining their identities as the world's greatest giver of electronic advancements and development in terms of giving newer innovations in their products. Truly, by doing their jobs in creating a highly technical society, they managed to use their strengths as their assets. The

call of innovation in this modern world only suffices the call of their technological advancements.

In this society wherein the globalization almost take care of all the transactions that are happening in very part of the world, they had managed to create a benchmark where systems of development should be introduced for them to have a better outlook on what they are doing. Besides from their understanding of the need to have a better and improved quality of their products, marketing is one way of exploring the companies' strengths and opportunities in having a more adequate way of having a competitive identity in the market world. Marketing is one way of introducing the best of their companies with all the benefits that one could have if he or she tried to associate him or herself in the companies' services and products. In a way, the company is not only giving the people the product and the best service they have but also the opportunity to have a personal attachment of the company to the people for a longer beneficial relationship. Marketing is not only a way of promotion but also, a way to success.