

Global enterprise and innovation

Business



Which were the main options available to the firm in terms of growth? Sony Corporation is one of the global leaders in the manufacturing and design of electronics products in the world. Sony as a company specializes in delivering cutting edge electronic products. Sony has struggled to turn a financial profit for the last five years. In order to turn their U. S. business around the company turned to their core competencies and refocused their business strategy by optimizing resources. In 2012 the company achieved a whole year profit (Sony, 2013).

Why do you think the company decided to innovate following a specific route?

In order to turn their business around and achieve national growth the company needed to change. Sony Corporation restructured and realigned their U. S. business portfolio. The company also recorded gains related to the corporate restructuring improvements in operating results of their Devices and Financial services segments. Sony took measures to accelerate decision making and execution with management and across all departments, allowing Sony to be better equipped for the challenges of the industry.

Do you think the results are satisfactory? Do you see any area of potential improvement?

I think Sony has achieved a satisfactory outcome through their corporate restructuring efforts so far and creating new growth opportunities through acquisitions. In terms of future growth Sony will need to focus on their core electronics business (mobile, gaming, imaging) continued innovation, process improvement and providing cutting edge products that their customers need and want. Their operational focus will continue a key component in achieving continued profitability and financial growth for the <https://assignbuster.com/global-enterprise-and-innovation/>

company and their stakeholders.

Do you think that the experience of the company in the country you studied could be replicated in other regions?

In general Sony can utilize the same operational philosophy can be used to improve operational results in all markets where it competes. It is imperative that the company achieve long-term results with their operational improvements and new business initiatives. Sony aims to achieve stable, repeatable, long-term improvements in their operations in order to determine the viability of any new business initiative, acquisition or process improvements. It is the goal of the company to achieve stable, repeatable and transferable operating results in order to achieve good operating results when entering new markets or operating regions.

References

Sony. net (2013). Annual Report 2013 – Letter to Stakeholders. [Accessed 24 November 2013]