

Body

[Business](#), [Management](#)



1. 0 MISSION STATEMENT ‘ Our mission is to establish Sony Ericsson as the most attractive and innovative global brand in the mobile handset industry.’

Source: <http://www.sonyericsson.com/cws/corporate/company/aboutus/mission>

VISION ‘ A sustainable future encompasses conscious design, ethics, energy, recycling, health and community involvement.’ Source: <http://www.sonyericsson.com/cws/corporate/company/aboutus/mission>

1. 1 purpose of report: -

Proposal of Management Strategy for Sony Ericsson - Potential actions and its resources implications - Limitations of strategies and recommendations 1.

2 scope of strategies: - Environmental scanning [pic] Source: <http://www.marketingteacher.com/IMAGES/environment.gif>, accessed 20 November

2008, reviewed by Gilbert Appasamy. Environmental scanning identifies the organisation’s assets, resources, capabilities, competitive advantages and disadvantages as well as boundaries to strategies formulation 1. 2 the

internal environment (The 5 M’s) - 1. 2. 1 The micro environment - 1. 2. 2 the

macro environment (pestle analysis) 1. 2. 2. 1 top competitors - Alcatel-

Lucent - Motorola. Inc - Nokia Corporation - Panasonic Mobile

Communications - Samsung Electronics Co, Ltd. 1. 2. 3. 1 competitiveness

advantages - A research and development unit for mobile phones in India -

Ranked amongst the leading ‘ green’ company by Greenpeace in 2007 1. 2.

3. 2 competitiveness disadvantages 1. 2. 4 possible strategies identified - Be

the first ‘ green’ company eliminating completely the use of dangerous and toxic chemicals in all its business units and the products being sold as well 1.

2. 5 limitations of strategies 2. 0 stakeholder analysis 2. 1. 1 stakeholder

mapping 2. 2. 2 key stakeholder position under current strategies 2. 2. 3 key

stakeholder position under possible strategies 2. 3 observation and
consideration 3. 0 corporate governance 3. 1 governance chain 3. 2
principles and theory 3. 3 sony ericsson 4. 0 ethics and corporate
responsibility 4. 1 Friedman's 4. 1. 1 Deontology 4. 1. 2 utilitarianism 4. 1. 3
teleology and egoism 4. 1. 4 ethical relativism 5. 0 conclusion 6. 0 references
7. 0 appendices: appendix a: sony ericsson quarter statements appendix b:
latest technologies ----- Environmental Factors Legal aspects