

Analysis of playstation 3



**ASSIGN
BUSTER**

Playstation 3 can be divided to what it called seven Ps in marketing strategy, can be divided into seven Ps product, price, promotion, place, people, Physical Evidence, and Processes. Seven Ps is to ensure that the product is having a great result and demand in today's marketplace due to the fast changing product markets.

Industry Playstation 3 with the latest modern technologies aimed at user fun and ease of use. Designed specially Playstation 3 me video games in addition to other uses as surf the Internet and download images and video. Enjoy the Playstation 3 with HD technology, giving pleasure to video games. Using PlayStation 3 can communicate with friends and play via the Internet. Camera was set up my Playstation 3 and the users will be able to play games by moving the whole body. This can satisfy the customers by providing a health care like body exercise.

It features a PlayStation 3 for the rest of the gaming devices of the seventh generation operator discs Blu-ray, which can read discs and video games systems. Besides that, video games for the PlayStation 3 and movies stored on discs Blu-ray with high quality, DVDs and CD, and the system can run other types of disks and data. By having so many features will attract the customers as well as the customers will attain a high satisfaction.

Introduction

The objective of this report is to analyze the product PlayStation 3 by using 7Ps formula of marketing. From the analysis, the marketer will get to know deeply about PlayStation 3. Other than that, the marketer will get to know the problems and the matters that the product currently having. 7Ps formula

of marketing could help to enhance the product in order to satisfy the customers and users.

The 7Ps formula of marketing is product, price, place, promotion, physical evidence, processes and people. These 7Ps is to ensure that PlayStation 3 working well in order to satisfy the customers and gaining profit.

Brief description of product and Company that produced the product

Founded in 1946, “ Akio Morita,” and was named “ Tokyo technical telecommunications, became portable radios first product known by the company. Replace the name in 1958 to “ Sony”. Then create a new branch of the company in North America, became “ Sony Group to America in the following year, 1961, a. With the proliferation of electronic products leading became for” Sony “ branches numerous in North America, Central America and South America, Europe, the Middle East and Australia. There are five models PlayStation 3 and classified these models by different capacity. The capacities available are: twenty, forty, sixty, eighty hundred and sixty and three hundred GB.

The beginning of the June 12, 2008, all copies PlayStation 3 in the market with a stick controller hand control “ Deon forks”. The USB cable is to connect the fledgling control your PlayStation 3, video and audio cable for the device, and an Ethernet cable, electric and cable splicing.

Launched Sony new model of the device is characterized by its small size (290 mm x 65 mm x 290 mm) and supplied to the amount of electricity consumed, along with cosmetic changes characterized this version processor

accurately 45 nm, making it an effective and relevant for the life of the highest and also comes with HDD 120GB and Vermoar 3. 00. Besides this model loses its glossy color and replaced charcoal black color. PlayStation game system is the third video produced by Sony PlayStation systems and PlayStation 2. PlayStation 3 competes as a video game system of the seventh generation with video game system developed by Microsoft Xbox 360 and Wii video game system developed by Nintendo. The first model is the basic model posed in the markets and capacity twentieth Giga, and the second model, which has capacity for more of the form first sixty GB and several extra features, since then, Sony has several upgrades to the two former models, with the addition of PlayStation 3 model with eighty GB and sixty percent GB.

Product

Product is everything physical tangible, or intangible, the product may be in the form of a commodity. Or service, or idea, or a combination of combining two or more of the previous items to satisfy the desires of consumers.

PlayStation 3 is an entertainment device and is one of the tangible good.

PlayStation 3 provides wonderful services to customers. PlayStation 3 also comes in two colors black and silver and comes in different sizes starting from 16 GB to 320 GB. Service allows PlayStation games through the Internet, which increases the fun competition between friends. PlayStation 3 offers an exciting game up high quality through the Blu-Ray that increases the quality of games, giving excitement in the games. PlayStation 3 allows customers wonderful service, which is playing through the camera; it is an

electronic camera for entertainment games you need to play by the human body which increases the fun and excitement.

Price

The price is the amount a customer pays for the product. It is determined by a number of factors including market share, competition, material costs, product identity and the customer's perceived value of the product. Though it has proved to be less successful than hoped, Sony started the PS3 at a very high price of \$600 and software at \$60-70. Their hope was to get much of what they spent on the PS3 back in a quick time from those eager enough to adopt the new gaming system. However, the numbers were lower than expected. Sony then lowered the PS3 price hoping to increase sales. Sony seems to be using the Market Skimming Pricing hoping to get as much as possible from each market. Since Sony is one of the top name brands, this technique was very worth using

Place

The place is the point of buyer to purchase the products they want. Place depends on customer satisfaction and comfort and attention to him. Places where the customer are most likely to buy them. The company uses one level distribution channels from manufacturer to retailer to customer. The company sells its good to big retail chains such as Dixons in UK, the chain then sells the products to the end customers. Apart from that the company also uses zero level channels and two level channels. The figure below shows the one level channel which is discussed above.

Sony in the recent article published in a UK channel commented that “ As customers’ needs are becoming increasingly diverse, we have decided to focus on our relationships with our specialist distribution to deliver the highest level of expertise and solutions to end users, their experience, reputation and geographical reach will provide a strong platform for Sony.” The company intends to strengthen their position in the display market by merging their distribution network. Based on the need and requirement the company makes use of its distribution network. Midwich the UK’s leading specialist distributor of commercial and consumer audio visual products and Imago the Video Communications specialist are to become the primary specialist distributors for Sony in the UK.

Promotion

Promotion is coordination between the efforts of the seller to establish outlets for information and in facilitating Sale of the goods or services or to accept a certain idea. Promotion consists in two types of strategy, a strategy push and pulls strategy. The Playstation 3 using both strategies by pushing vendors and attract customers to buy the product through experience in sellers, and pull customers by launching a series of promotions grab the attention of customers. Integrated marketing communications elements is Sales promotion, advertising, personal selling, public relations, direct marketing, word-of- mouth marketing. Beyond the great graphics and familiar game play, the main selling point of the PS3 is the Blu-ray play back. The fact that you can buy a gaming system and are able to watch movies on it too is a great thing. This was the same way with the PS2; thousands were sold worldwide just as a DVD player since it was backed by Sony’s nice

warranty and was made with the wonderful Sony touch. Sony also has the Playstation Network that offers downloadable games. This feature allows them to sell point cards containing point which can be used to download classic PS1 titles, custom games, and sometimes downloadable features such as extra songs for games like Guitar Hero. This same feature also allows players in two different countries to play a multi-player game against each other via Wi-Fi. The PS3 also offers many games that have link support for using the PSP (Playstation Portable) for extra features or as a substitute controller via wireless. Sony also supports backwards compatibility with PS1/PS2 games.

Sales promotion

Promotion for the PlayStation 3 lies in the development of prices in the discount shows marketing and adds another next to the device features such as obtaining free game

Advertising

PlayStation 3 that promote sales by offering new games have in marketing shows and the latest versions of the system with the device.

Physical evidence

Sony Corporation Headquarters is located at 1-7-1 Konan, Minato-ku Tokyo. Other locations of subsidiaries include Sony Corp of America at 550 Madison Avenue in New York, Sony Electronics of Latin America 5201 Blue Lagoon Dr Suite 300, Miami Florida, and Sony Electronics 12451 Gateway Dr, Fort Myers Florida. In 1994 Sony opened its Wonder Technology Lab which is a free interactive technology and entertainment museum located at 56th street

and Madison Avenue in New York City. The Museum is open to all ages. Sony Plaza at 56th Street and Madison Avenue in New York City. The company compliments the facility with a website at <http://wondertechlab.sony.com/index.html>. Sony's main company <http://www.sony.com/index.php> provides helpful information ranging from service and support, music, electronics and gaming as well as a range of shopping alternatives.

Processes

Sony employs an umbrella branding strategy by placing the product name along with corporate name. This strategy lets the product to assume its own identity and positioning, but also draws strength of the corporate brand. The goal is to bolster consumer confidence in the product. Sony has used this strategy to launch new products. The company's focus on its research and development (R&D) activities is evident in its expenditure of over \$5 billion in 2009. The strong focus on R&D helped the company to launch technologically innovative products in the market. The strong focus on R&D would thus enable the group to revive its product base as needs are indicated by customers. Sony operates from a philosophy it labels "uniquely Sony". The company seeks to facilitate the development of its staff but spurs employees to manage their own career and but to avoid pigeon-holing. Sony has adopted a "Company of Committees" governance system in order to go beyond minimum compliance with legal requirements and to add additional transparency. To accomplish this, the company has revised some Directors' functions to facilitate the proper functions of statutory committees. Sony has a recently reorganized in order to further improve responsiveness and customer service.

People

Howard Stringer is Chairman, CEO and President of Sony, Hiroshi Yoshio is Executive Deputy President of Consumer Products & Devices Group (NPSG). Kazuo Hirai is Executive Vice President of Networked Products & Services Group. Sony employs 167, 900 people worldwide. Sony has an ongoing talent development initiative. In 2008, the company created 13 global talent directors who are assigned to identify promising individuals in all businesses and regions and develop them into future business leaders. This initiative also includes a job rotation project with individuals moving through a schedule of job assignments designed to give them exposure to a variety of businesses and regions.

Conclusion

7Ps have analyzed out that the product PlayStation 3's strengths and weaknesses. Product shift to consumer, the product part of the Four Ps model is replaced by consumer or consumer models, shifting the focus to satisfying the consumer. Price shift to cost, pricing is replaced by cost, reflecting the reality of the total cost of ownership. Place shift to convenient, placement is replaced by the convenience function. With the rise of internet and hybrid models of purchasing, place is no longer as relevant as before. Convenience takes into account the ease to buy a product, find a product, find information about a product, and several other considerations. Promotion shift to communication, finally, the promotions feature is replaced by communication. Communications represents a broader focus than simply promotions. Communications can include advertising, public relations,

personal selling, viral advertising, and any form of communication between the firm and the consumer.

Recommendations

Product

PlayStation 3 has improved the design of the product.

Promotion

Advertising more in order to ensure that there is more people purchase PlayStation 3 as well as get to attract the customers.

People

Provide a good customer service.

Process

To make the customers feel convenient, Sony can have an online booking for the PlayStation 3.