

Sony corporation

Business



The leveraging aspect enables the company to create high quality and innovative products for its consumers, which is an element that increases the firm's sales and revenue (Sony Corporation, 2009). However, the organization's weakness emanates from its diversification in many business segments. Since the core competency of the company involves the production of consumer electronic goods, the aspect of diversification influences its shifted focus in relation to upholding its core competency. Sony's external environment is tense. Technological changes are rapid, which is an indication that it is not possible for an individual to predict it. For this reason, since the corporation depends on technology, its survival depends on research and development initiatives that are essential for enabling the company to remain competitive.