

SHARP

Break Down

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- External Analysis
- Internal Analysis
- Alternatives
- Recommendations

Produce in Japan

- PROS**
- Easier to maintain Intellectual property
 - Highly skilled labor
 - Technological advantages
 - Value-added knowledge
 - Proximity of plants
- CONS**
- High taxes (corporate)
 - High infrastructure costs
 - Shipping distance
 - Spending in Yen

Alternatives

- 1. Open a branch office in an emerging market such as Africa or China to better test the market for cell phone-based devices
- 2. Focus on acquiring specialized knowledge
- 3. Do Larger - Manufacture LCD products in China and use existing facilities for other products

Recommendation

- Do**
- Do Larger
 - Do Larger
 - Do Larger
- Don't**
- Do Larger
 - Do Larger
 - Do Larger
- Why**
- Do Larger
 - Do Larger
 - Do Larger

Internal Analysis

- Financials
- Capabilities
- Core Competencies
- Value Chain
- Competitive Advantage
- Business Level Strategy
- Corporate Level Strategy

External Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

Competitor Analysis

- Main Competitors
- Products, Services & Pricing
- Competitive Adv. Poses
- Opportunities to Disrupting

Threats

- Currency rate
- Inflationary pressure
- Exchange rate
- Decreasing Prices

Opportunities

- Emerging Economic: China
- Low labor costs
- Rising GDP
- Large unmet demand
- Potential Cell Phone market

Problem Statement

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How will Sharp deal with international expansion?



General Environment Segments

- Political/Legal:** High corporate taxes, infrastructure costs, transportation and utility cost.
- Sociocultural:** Housewives do finances in Japan
- Technological:** LCD production yields, Dynamic light-emitting diode(LED), 3D
- Global:** Emerging market in China

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Sharp Electronics in 2013

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Sharp

Electronics

in 2013

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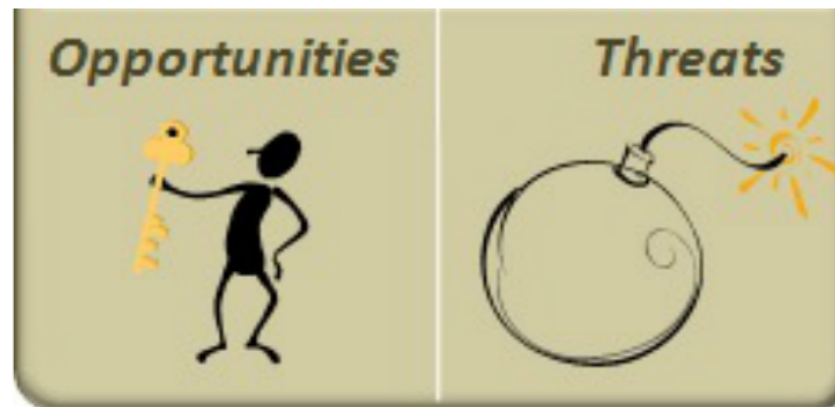
How will Sharp deal with international expansion?



External Analysis

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- Porter's 5 Forces
- Segments of the General Environment
- Competitor Analysis
- Industry Success Factors





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Threat of new entrants

Moderate



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Rivalry among
competitors

Moderate



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Bargaining power
of suppliers

LOW



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Bargaining
power of buyers

HIGH