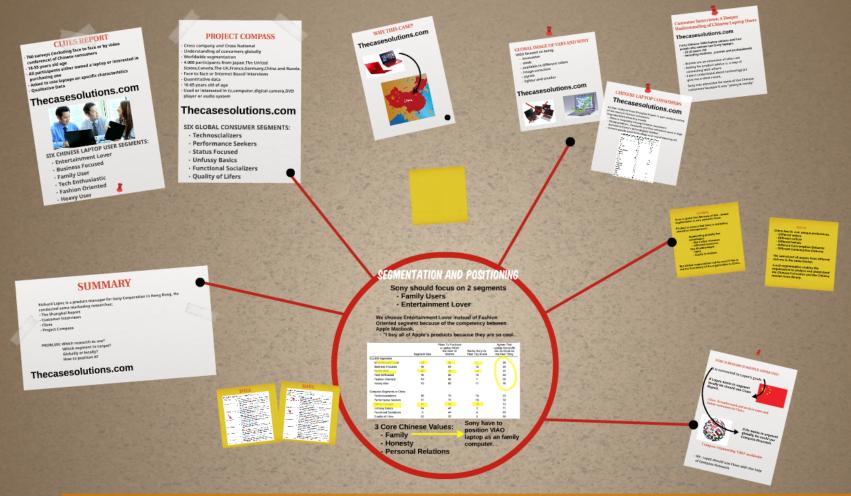
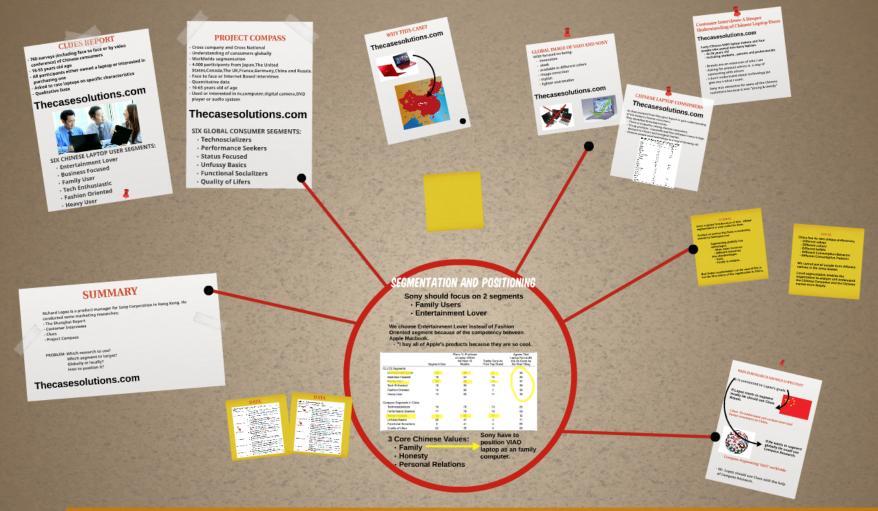
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SONY TARGETS LAPTOP CONSUMERS IN CHINA:
SEGMENT GLOBAL OR LOCAL?

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WHYTHIS CASE?

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SUMMARY

Richard Lopez is a product manager for Sony Corporation in Hong Kong. He conducted some marketing researches;

- The Shanghai Report
- Customer Interviews
- Clues
- Project Compass

PROBLEM: Which research to use?
Which segment to target?
Globally or locally?
How to position it?

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GLOBAL IMAGE OF VAIO AND SONY

VAIO focused on being;

- innovative
- sleek
- available in different colors
- image-conscious
- · stylish
- · lighter and smaller

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As they analy of the modern

They identified



CHINESE LAPTOP CONSUMERS

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As they analyzed from Shanghai Report to gain understanding of the modern Chinese consumers.

They identified three key trends.

- There is inequality among Chinese consumers.
- Cheap products, knockoffs and free software's were in high demand in China's technological market.
- · Chinese people used technology as a way of showing off.

Exhibit 4: Market Share for Computer Sales

Brand	Global Share ^a (%)	China Share (%)
Acer	6.3	9.7
Apple	10.4	4.3
Asus	3.9	12.3
Compaq	4.9	3.9
Dell	18.6	20.3
Fujitsu Siemens	6.6	
Founder	1.0	
Gateway	0.8	
HP	12.1	18.9
IBM	3.8	10.8
Lenovo	4.4	23.7
NEC	2.8	
Packard Bell	1.3	
Panasonic	0.4	
Phillips	0.3	
Samsung	4.3	5.3
Sharp	0.4	
Sony	11.9	6.1
Toshiba	5.8	5.9

Customer Interviews: A Deeper Understanding of Chinese Laptop Users

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Forty Chinese VAIO laptop owners and four people who owned non-Sony laptops.

- 21-35 years old
- Including students, parents and professionals
- · Brands are an extension of who i am
- Asking for product advice is a way of connecting with others
- I don't understand about technology jut give me a what i want.

Sony was attractive for some of the Chinese customers because it was "young & trendy"



CLUES REPORT

- 760 surveys (including face to face or by video conference) of Chinese consumers
- 18-55 years old age
- All participants either owned a laptop or interested in purchasing one
- Asked to rate laptops on specific characteristics
- · Qualitative Data

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SIX CHINESE LAPTOP USER SEGMENTS:

- Entertainment Lover
- Business Focused
- Family User
- Tech Enthusiastic
- Fashion Oriented
- Heavy User



· Cross

· Under

· World

· 4.000 p States,

· Face to

· Quantit

· 16-65 ye

· Used or i player or

Thec

SIX GLO

- · Techr
- · Perfo
- · Status
- · Unfuss
- · Functio
- · Quality

PROJECT COMPASS

- · Cross company and Cross National
- Understanding of consumers globally
- Worldwide segmentation
- 4.000 participants from Japan, The United
 States, Canada, The UK, France, Germany, China and Russia.
- · Face to face or Internet Based interviews
- · Quantitative data
- 16-65 years old of age
- Used or interested in tv,computer,digital camera,DVD player or audio system

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SIX GLOBAL CONSUMER SEGMENTS:

- Technoscializers
- Performance Seekers
- · Status Focused
- Unfussy Basics
- Functional Socializers
- Quality of Lifers



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