

early life

Thecasesolutions.com

Masaru Iwaki

- After graduating, he worked at Photo Chemical Laboratory
- Later he was a member Imperial Navy Maritime Research Commission and also served in the Navy
- He left the navy and founded a radio repair shop



What is Sony

Thecasesolutions.com

- Sony Corporation
- One of the leading manufacturers of electronic products, born as Tokyo Tsushin Kogyo K.K. and eventually changed its name to Sony Corporation
- Sony is broken down to different segments
 - Sony Computer Entertainment
 - Sony Pictures Entertainment
 - Sony Music Entertainment
 - Sony Mobile Communications
 - Sony Financial

Sony Pictures Entertainment

Thecasesolutions.com

- Sony Pictures Entertainment Inc. (SPE) is the film production, distribution and TV department of Sony
- SPE merged in 1989 with Sony's subsidiary of Columbia Pictures Entertainment Inc.
- In 2002 it was ranked in the world most valuable company and has had many movies produced like Spiderman, The Matrix and The New 50 books



Sony Mobile Communication

Thecasesolutions.com

In 2002, Sony entered the business with J-Smart company, Britain, creating Sony Ericsson

Sony Ericsson has been the first iPhone



Early life

Thecasesolutions.com

Akio Morita

- Born in Koriyama, Japan
- Family was working in the production of silk, miso, and soy sauce
- He was Lieutenant of the Imperial Japanese Navy during WWII



Sony Computer Entertainment

Thecasesolutions.com

- Sony Computer Entertainment is best known for its production of Playstation consoles
- Firstly, Playstation was an add-on for Nintendo
- First Playstation console was released in 1994 and took 61% of the global market
- Sony followed with Playstation 2 in 2000 and became the most successful console of all time



Sony Music Entertainment

Thecasesolutions.com

- Sony Music Group (SMG) or Sony Music is the second largest music company in the world
- It is controlled by Sony Corporation and owns rights to some of the largest names in the music industry
- CBS Sound Group was bought by Sony in 1987 for \$1,215,000,000 and around 1990, the SMG was created in 1991




Sony Financial Services

Thecasesolutions.com

In 2006, it was the most profitable of Sony's businesses, earning £106,500,000 profit

Sony Financial Holdings is the company in charge of Sony's Financial Services and is headquartered in Tokyo, Japan

It oversees the operation of Sony Life (in Japan and the Philippines), Sony Assurance, Sony Bank and Securities



A period of loss

Thecasesolutions.com

Sony lost nearly \$10B over 3 years in its latest earnings report, the company announced it had sustained a net loss of \$1.24 billion during the fiscal year ending March 31, 2014. In the same earnings report, the average of Japanese electronics produced a 34% net loss for the 2014-2015 fiscal year. Compared with its previous seven years of disappointing numbers, Sony has sustained nearly \$1.6 billion in losses since 2010



Impact

Thecasesolutions.com


Sony has an extremely wide impact on economy in its sectors, in fact changes in its productivity or blocks due to cyber attacks or other reasons have caused to Sony and all affiliated company millions of loss



Net Worth

Thecasesolutions.com

Thanks to actual CEO Kazuo Hirai Sony managed to recover from the period of recession and it is now a \$7 billion Net Worth and it has become the 3rd most important technology and IT production company



TheCaseSolutions.com



Levi Strauss & Co. (A)

Early life

Thecasesolutions.com

- Masaru Ibuka
- After graduating, he worked at Photo-Chemical Laboratory
 - Later he was a member Imperial Navy Wartime Research Committee and also served in the Navy
 - He left the navy and founded a radio repair shop



What is Sony

Thecasesolutions.com

- Sony Corporation
- One of the leading manufacturers of electronic products, born as Tokyo Tsushin Kogyo K.K. and successfully changed it's name in Sony Corporation
- Sony is broken down to different segments
 - Sony Computer Entertainment
 - Sony Pictures Entertainment
 - Sony Music Entertainment
 - Sony Mobile Communications
 - Sony Financial

Sony Pictures Entertainment

Thecasesolutions.com

- Sony Pictures Entertainment Inc. (SPE) is the film production, distribution and TV department of Sony.
- SPE started in 1989 with Sony's acquisition of Columbia Pictures Entertainment for £2,151,796,600
- In 2011 it was third in the world movie studios ranking and has had many notable franchises like Spiderman, The Karate Kid and The Men in Black



Sony Mobile Communication

- In 2001, Sony entered into business with Swedish company Ericsson, forming Sony Ericsson.
- SMC faced heavy competition from the first iPhone



Early life

Thecasesolutions.com

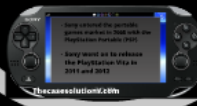
- Akio Morita
- Born in Kosugaya, Japan
 - Family was working in the production of sake, miso, and soy sauce.
 - He was Lieutenant of the Imperial Japanese Navy during WWII.



Sony Computer Entertainment

Thecasesolutions.com

- Sony Computer Entertainment is best know for its production of Playstation consoles
- Firstly, Playstation was an add-on for Nintendo
- First Playstation console was released in 1994 and took 61% of the global market
- Sony followed with Playstation 2 in 2000 and became the most successful console of all time



Sony Music Entertainment

Thecasesolutions.com

- Sony Music Entertainment (SME) or Sony Music is the second largest music company in the world
- It is controlled by Sony Corporation America and owns rights to some of the biggest names in the music industry
- CBS Record Group was bought by Sony in 1987 for £1,253,998,000 and provided the foundation for SME to be formed in 1991

SONY MUSIC

Sony Financial Services

- In 2006, it was the most profitable of Sony's businesses, earning £106,500,000 profit
- Sony's Financial Holdings is the company in charge of Sony's Financial Services and is headquartered in Tokyo, Japan
- It oversees the operation of Sony Live (in Japan and the Philippines), Sony Assurance, Sony Bank and Securities.



A period of loss

Sony lost nearly \$10B over 8 years in its latest earnings report, the company announced that it had sustained a net loss of \$1.246 billion during the fiscal year ending March 31, 2014. In the same earnings report, the once-giant of Japanese electronics predicted a \$491 million loss for the 2014-2015 fiscal year. Combined with its previous seven years of disappointing numbers, Sony has sustained nearly \$10 billion in losses over that time.



Impact

- Sony has an extremely wide impact on economy in it's sectors, in fact changes in it's productivity or blocks due to cyber attacks or other reasons have caused to Sony and all affiliated company millions of loss



Net Worth

- thanks to actual Ceo Kazuo Hirai
- Sony managed to recover from the period of recession and it has now a 87 billion Net Worth and it has become the 3rd most important technology and IT production company



TheCaseSolutions.com

Levi Strauss & Co. (A)

Early Life

Thecasesolutions.com

Masaru Ibuka

- After graduating, he worked at Photo-Chemical Laboratory
- Later he was a member Imperial Navy Wartime Research Committee and also served in the Navy
- He left the navy and founded a radio repair shop



Early l

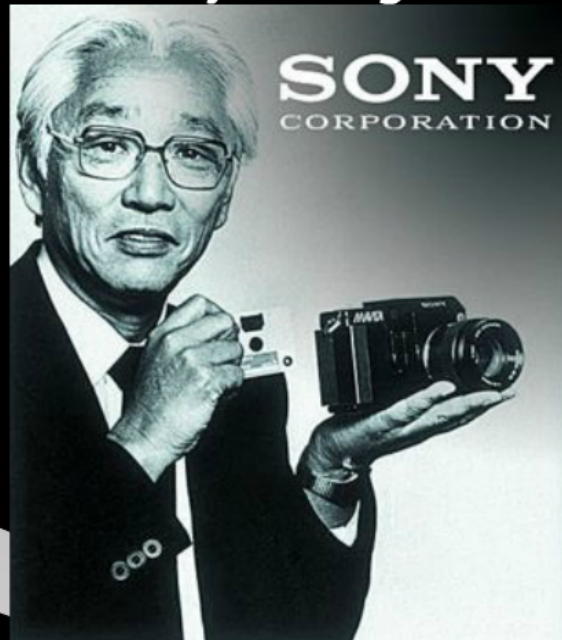


Early life

Thecasesolutions.com

Akio Morita

- Born in Kosugaya, Japan
- Family was working in the production of sake, miso, and soy sauce.
- He was Lieutenant of the Imperial Japanese Navy during WWII.



- Sony
- prod
- First
- First
- 61%
- Sony
- succe

What is Sony

Thecasesolutions.com

-Sony Corporation

- One of the leading manufacturers of electronic products, born as Tokyo Tsushin Kogyo K.K. and successfully changed its name to Sony Corporation

-Sony is broken down to different segments

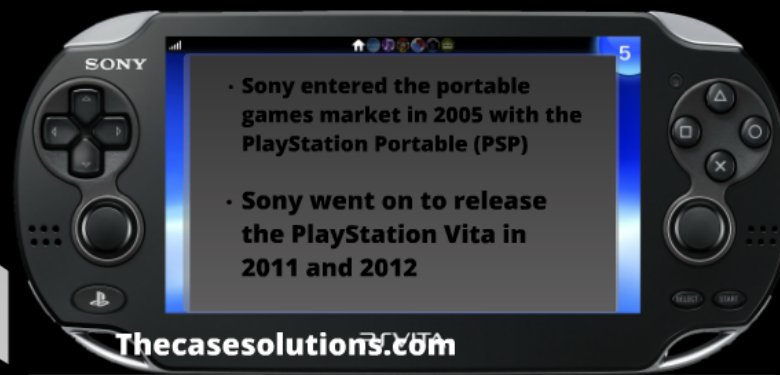
- Sony Computer Entertainment
- Sony Pictures Entertainment
- Sony Music Entertainment
- Sony Mobile Communications
- Sony Financial

Sony Comput

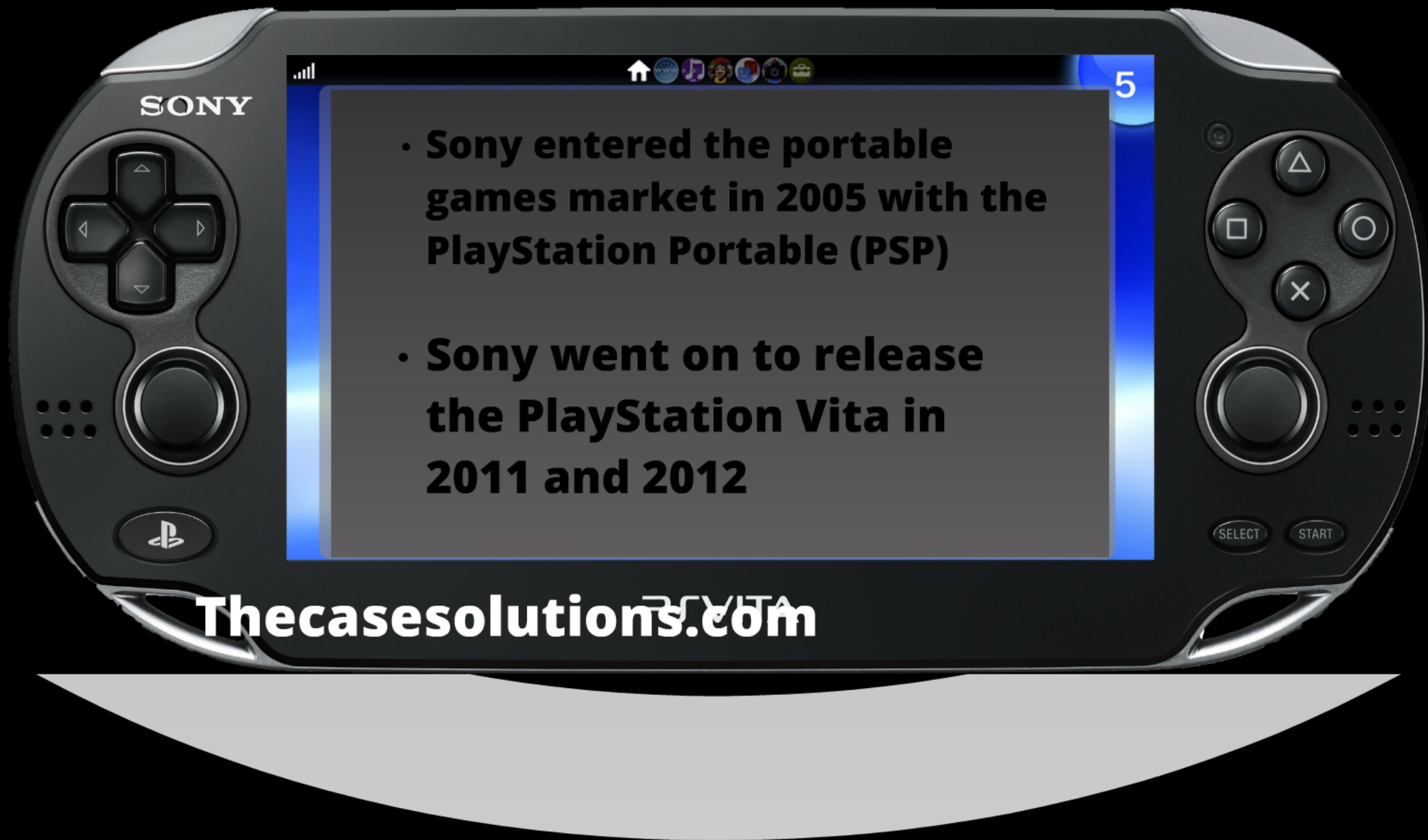
Sony Computer Entertainment

Thecasesolutions.com

- Sony Computer Entertainment is best know for its production of Playstation consoles
- Firstly, Playstation was an add-on for Nintendo
- First Playstation console was released in 1994 and took 61% of the global market
- Sony followed with Playstation 2 in 2000 and became the most successful console of all time



ed with PlayStation 2 in 2000 and onsole of all time



- Sony entered the portable games market in 2005 with the PlayStation Portable (PSP)
- Sony went on to release the PlayStation Vita in 2011 and 2012

Thecasesolutions.com

Sony Pictures Entertainment

Thecasesolutions.com

- Sony Pictures Entertainment Inc. (SPE) is the film production, distribution and TV department of Sony.
- SPE started in 1989 with Sony's acquisition of Columbia Pictures Entertainment for £2,131,796,600
- In 2011 it was third in the world movie studios ranking and has had many notable franchises like Spiderman, The Karate Kid and The Men in Black



ertainment

Sony Music Entertainment

Thecasesolutions.com

- Sony Music Entertainment (SME) or Sony Music is the second largest music company in the world
- It is controlled by Sony Corporation America and owns rights to some of the biggest names in the music industry
- CBS Record Group was bought by Sony in 1987 for £1,253,998,000 and provided the foundation for SME to be formed in 1991

SONY MUSIC

£610 million
In 2009, SME was
companies in the

A period
low