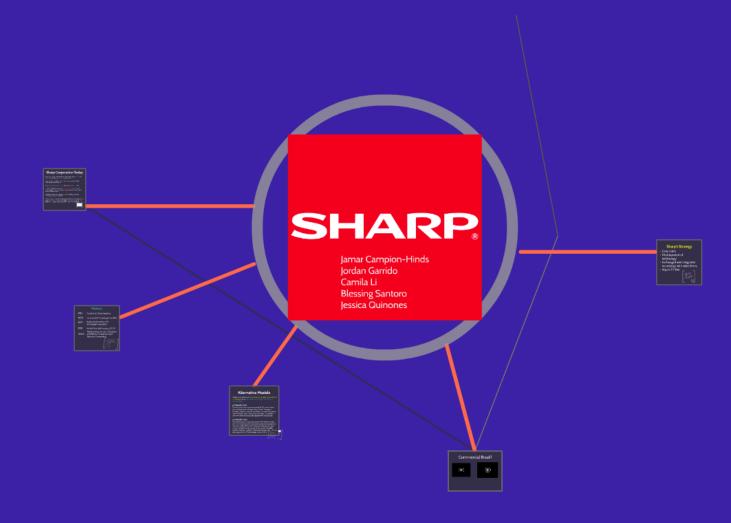
### Sharp Corporation Harvard Case Solution & Analysis



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# SHARP

Jamar Campion-Hinds Jordan Garrido Camila Li Blessing Santoro Jessica Quinones

## History

1912 Founded by Tokuji Hayakawa

1970 Licensed LCD Technology from RCA

1973 Begins implementing LCD technology into products

1991 World's First Wall Hanging LCD TV

Manufacturing and sale of Electronic 2004— and Telecomm Equipment and

Electronic Components.

#### Mikio Katayama

1981 - Graduated with a degree in Engineering Started at Sharp working on solar panels and in the LCD business

2003 - Corporate Director

2006 - Senior Executive Director

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# Sharp's Strategy

- Early Entry
- Development of technology
- Exchanged and integrated knowledge with other firms
- Aquos TV line

#### **Current Situation**

- Decrease of Demand
- Declining Economic conditions
- Decline in operating income due to currency risk, high taxation, and high infrastructure cost

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- Constitution is immunicated given

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- Constitution in the Constitution

- Cons

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#### "Make in Japan, Sell Overseas'

#### Pro

- Low Travel Costs from plant to plant
- Easy to meet and share resources
- Keep control and protect propriety technology

#### Cons

- International sales are strain to business model
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- Cost of infrastructure, taxes, transportation and utilites were high in Japan
- Shipping internationally
- Certain products have low market share

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