

Sharp Corporation Harvard Case Solution & Analysis



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SHARP®

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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
- 2004– Manufacturing and sale of Electronic and Telecomm Equipment and Electronic Components.

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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

2007 - President of Sharp

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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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Pros

- 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
- Currency risk has increased
- Cost of infrastructure, taxes, transportation and utilities were high in Japan
- Shipping internationally
- Certain products have low market share

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