



Sharp Corporation - Beyond Japan



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The image features a dark blue background with a large, light gray circular graphic in the center. Overlaid on this is a bright red square containing the text. The word "SHARP" is written in a large, bold, white, sans-serif font, followed by a registered trademark symbol (®). Below the logo, the names of five team members are listed in a smaller, white, sans-serif font. The overall design is modern and professional, with geometric elements like lines and circles.

SHARP®

Jamar Champion-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
- 2004– Manufacturing and sale of Electronic 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

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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"Make in Japan, Sell Overseas"

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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