

Project task 2: Sony España's strategy

General strategy

The company is always working with new ideas instead of improving old ideas. Their aim is to be in phase with the latest generation content and services. They also want to offer a wide range of innovative products and multimedia services that is something new, challenging and different for the consumers so that they can enjoy digital entertainment in a new way. Telling it in other words: Sony is constantly striving to create exciting new worlds of entertainment that can be experienced on a variety of different products.

More specific use of their "tools"

Sony, and Sony España, is promoting the concept "open innovation" and refers to the company's strategy to look for technologies within innovation, not only inside the company itself, but also outside the company. It is combining its own long-going technological strength with outside experts to obtain a greater efficiency by responding rapidly to the customers change of desires. But the company is not only using it in only that matter. They also strive to achieve a minimized impact on the environment through all their product line. Since the mid seventies, the company has had an Environmental Conference. The content of that conference is giving the effects on global warming, the environment and resources in the nature, throughout the process of their production. They have, among other things, also come up with a program that allows their consumers to recycle their electronical products by taking them to specific recycling drop-off points. This is an important strategy to use to give the users more confidence with Sony España, especially nowadays when the negative impacts on environment is very observed.