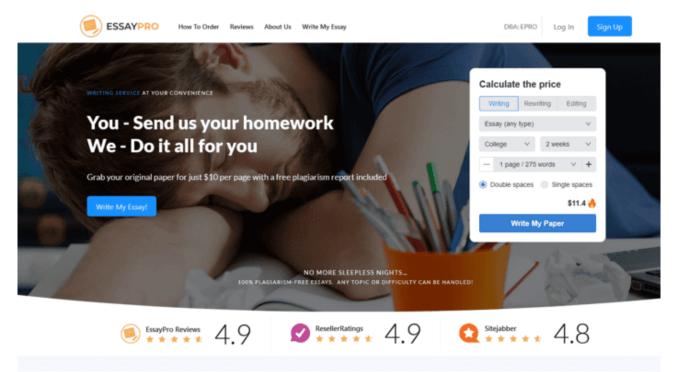
Sony Corporation



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Sony Corporation

History:

In January of 1958, the already well-known and successful Japanese electronics company, Totsuko, adopted "Sony" as it's new corporate name. This new name, "Sony", was an original brand name that was originally applied on Totsuko products.

Even though Sony is well known for being a leader in <u>audio</u>-visual electronics and information technology for consumers at home, they also have reached out to larger businesses worldwide. In 1978 they formed Sony <u>Broadcast</u> Ltd., which focused on providing broadcast stations the best, quality products and services. This branch of the Sony Corporation is still very successful today. Sony has gone on to form a chemical corporation as well, which can provide physicians, doctors, and researchers with certain measuring and necessary tools.

Product Mix:

Sony Corporation's product mix is comprised of many different products targeted towards many different market segments. Almost every Sony product though can be placed under the category of "electronics". They sell products and services globally such as televisions, VCR's, stereos, computers, memory devices, video game systems, digital and non-digital cameras and camcorders, Lithium batteries, fingerprint ID units, certain measuring equipment, and even shatter proof film for glass through their chemical corporation.

Workforce:

The workforce of the Sony Corporation is very large. For the fiscal year that ended on March 31, 2001, it was estimated that 181,800 total people were employed for the Sony Corporation. Of this total, 23,000 employees are currently working in U.S. plants and offices. There are major research and development and engineering facilities in the U.S. located in California, New York, and Colorado with manufacturing facilities being located in the same locations in <u>addition</u> to Alabama, New Jersey, Texas, Oregon, and Indiana.

Future Outlook:

Today Sony is a leading music company, motion picture company, television production company, manufacturer of game consoles, and inventor of many new professional products such as VAIO personal computers.

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