

## Benefits of stakeholders analysis:

- Accurate understanding of various stakeholders role within the organization
- To improve the decision making process
- Acquire new market share
- Helpful in the formulation of strategic alliance

Above mentioned aspects could be determined as major advantage of stakeholders analysis and it generates huge benefits for the companies on a very large scale. If company is able to understand their consumer or competitors then they can easily take the decisions related to the operational efficiency or other strategic moves can be designed in appropriate manner. Further the company can gain more market share. The major advantage of stakeholders analysis is that the company can gain the privilege of creating the strategic alliance which can help them to improve their product quality.



- **Opportunities:**
  - Untouched market
  - New product development
  - Mobile phones market in developing;
  - Strong demand for new technology and new products;
  - Network possibilities and low cost of services
- **Threats :**
  - Technological development on the regular basis
  - Competitors strategy
  - Strong competitors such as Samsung, Nokia, Apple;
  - Power of consumers to choose;

Major opportunity which Sony can grab is that still company has huge potential to grow in the international market. They can enter huge market which the remain untouched market by the company people. With that, the company has to design their strategies in a well manner so they can capture the attention of the customers.

**Threats**

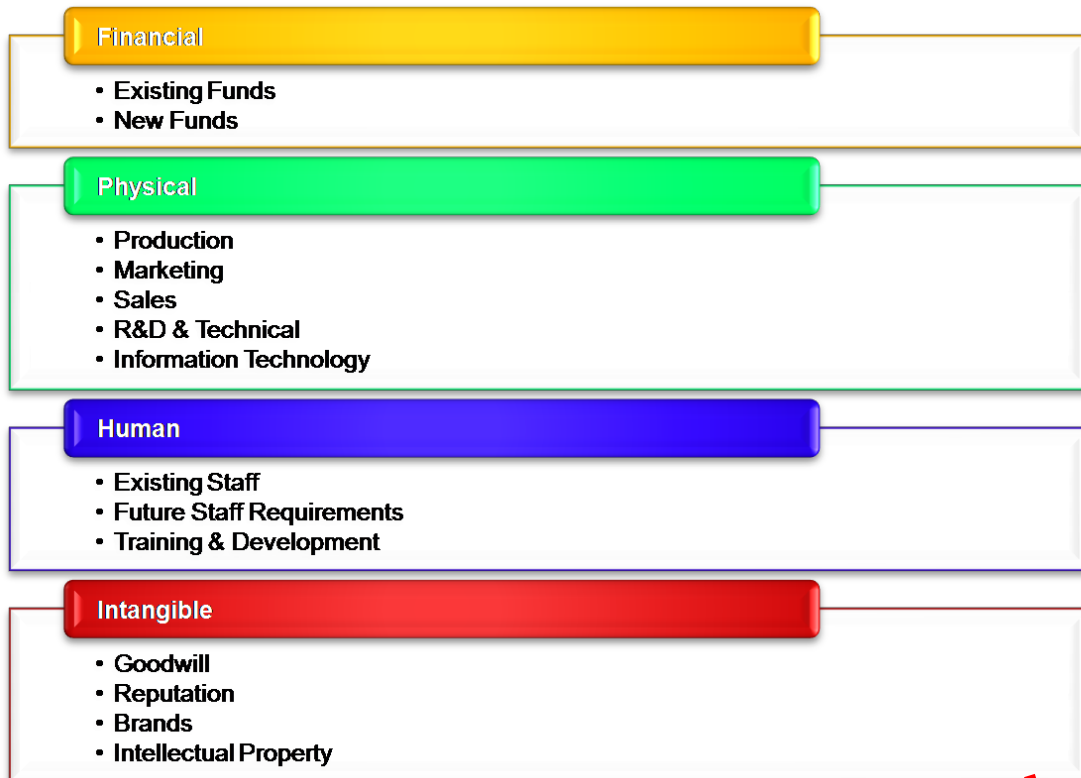
Technological development on the regular basis can create obstacles for company as it demands huge technological infrastructure investment and demand of IT expertise is also more in implementing the technological advancement. In near future company can face this aspect of their business strategy. Further competitors strategy can also create troubles for company if Sony do not assess their strategy in well organized manner.

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## Strategic planning:

- Resource of the company
- Competencies of company
- Company's image in the market

Strategic planning is not an easy technique for the company. There are various issues which can create troubles for company and may restrict them to design best strategic planning. The company must be sound on the ground of availability of various resources. If company is not having proper organizational resources then it may create barrier in strategic planning. Further the company must be competent enough to handle the challenges the market pressure which plays a major role in strategic planning decisions. The company always design their strategy to improve their market image. This is needed to be assessed in a thorough manner. Consequently, if the company is not firm on above aspects then it may become a major issue for strategic planning.



(Earl's Business, 2009)

Further assess the **Financial Resources** such as existing funds or the ability to raise funds, analyze the strength and reputation of the business and understand the relationship with existing lenders and investors are needed for the implementation of the new strategy is necessary.

**Human resources:** the employed staff must be well trained, motivated, encouraged and committed to effectively follow the strategic plan to reach the proposed goal. Sufficient skilled work force must be in place to make sure the requirements of the chosen strategy are met.

**Physical resources:**

**Production** will require materials that could be could assimilate by producing them or otherwise buying them from different supplier.

**Marketing and sales** will look at identifying and anticipating the best procedures of bringing their new products to the consumers and convince them that is the most suitable product that will meet their needs and expectations. (The Times 100, 2013)

With many **R&D** centers around the world, Sony Ericsson continues to develop and produce innovative technologies. Research and development it's an important part in every strategy implementation in order to maintain their competitive position in the market place. Sony is in a very fast moving and competitive environment and requires a very attentive R&D. Good product development is the result of strong R&D, innovation and creativity. The R&D team can also be outsourced, as outside expertise might bring in new ideas for the new product development or applications for which their technology is being