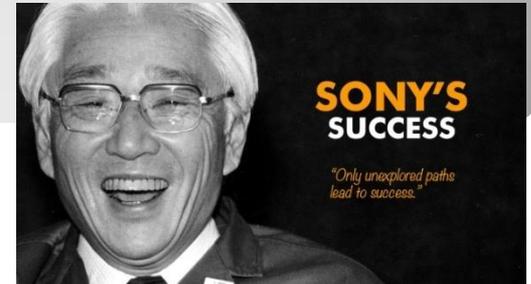


**13 Days Online Lecture Series on  
B.A. III Semester Compulsory English Syllabus  
ORGANISED BY  
SSPM'S MAHILA MAHAVIDYALAYA, NADANVAN,  
NAGPUR  
04 December 2021 (Saturday)  
Unit II Personalities  
Akio Morita**



A presentation  
by

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## Akio Morita- An Entrepreneur par Excellence

(26 January 1921-October 3, 1999)

Born in the village of Kosugaya, Japan



- A Japanese businessman and entrepreneur
- Co-founder of the global conglomerate **SONY**
- A **Gadget Guru** on Global platform
- A man who brought Japan in Global Electronic market on

No. 1Position



## **The duel between School life and family Business-**

- Family involved in traditional business of sake brewing and
  - producing miso
- A nearly three hundred years old business since 1665 handed over to upcoming generations.
- Child life split between his studies and expertise in family business.
- A bright and meritorious student-
- Excelled in mathematics at school
- Pursued degree in Physics from Osaka Imperial University
- Continued family business.

## **A Tryst with Destiny- An epoch making partnership to usher in a World of Technology-**

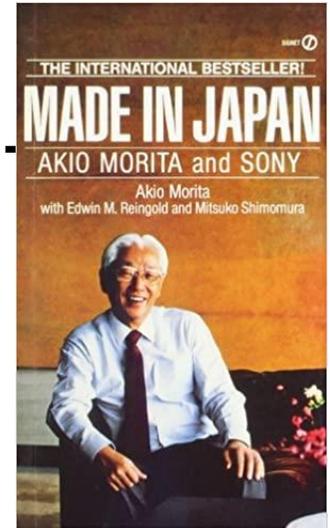


- A gifted Friend- Masaru Ibuka
- Serving on Navy's Wartime Research Committee
- Ibuka wanted to set up a research lab.
- both form a partnership
- Co-founded the company called
- Tokyo Telecommunications Engineering Corporation

## **Birds of Same feathers flock together- Beginning of a historical journey-**

- Masaru Ibuka was thirty Eight –product design and development
- Morita was twenty-five years old – marketing and financial aspects
- Family investment of Y.190000 in the company the largest shareholder.
- Hard times for Japan while recovering from World War II
- First office in shelled department store with seed capital of three hundred fifty dollar
- with twenty employees

## **Made in Japan- A firm resolution to prove metal on Global patfom-**



- Not sure about market
- No knowledge of tastes and interests of consumers
- No idea about global market policies.
- Resolved to change the perceptions about a line Made in Japan
- Make high quality, innovative consumer friendly electronic products.

## **Venture of Launching electronic Products- A hard nut to Crack**

- A Magnetic recording tape-1949
- First Japanese Tape Recorder
- Received complaints from **Norio Ohga**
- A Pocket size fully Transistor radio-1957.

## **In Search of new horizons- Morita's temporary visit and stay in US-**

- In 1950 Morita travelled to the US
- Studied about Bell Lab's invention of the transistor
- Witnessed and experienced the American's Businessmen's attitude towards Job
- Jumping for new opportunities of the Americans impressed him.
- Learnt business tactics and strategies
- Made changes in the company ideals and hired middle aged yet experienced and versatile managers to strengthen the company.
- Procured a license from Bell lab and created **a pocket sized transistor radio** that haunted the global electronic market.
- Focused on American market instead of Japan

## Opening of A new Era- Foundation of Sony Corporation of America-

- Epoch making commercial success on global Platform
- Apt time to change the name of company.
- SONY – a combination of two words-
  - *sonus*-latin word for sound
  - *sonny boys* –a Japanese slang for whiz kids – music lovers
- American market was blazing with sony radio
- Production increased from ten thousand units – five million units per year.
- Employees were provided uniforms with a pocket size sony radio-a trick to advertise the product.



# SONY



## The bird settled in his Nest-

- Understood that global success can be achieved through the knowledge of local market first.
- Tried to understand American consumer.
- Interaction and established lasting relations with elite wealthy and eminent class to expand business.
- Established associations with business tycoons and political leadership.
- America is a music obsessed society/culture.
- Focused on music and digital media
- Music should be brought to every home
- Produced a personal consumer electronic product -portable music player-Sony Walkman



## **An epoch making success on global platform-**

- Sony's first portable music player(1979) –**Sony Walkman** swept the whole World in the madness of music and media.
- It made Japan a global player in world Electronic and media market.
- Walkman became the symbol of American Culture and replaced the word **Walkman** for Cassette Player
- The company brought Eastern and Western world together.
- SONY became the No. one brand in America in 1988 leaving behind all global companies.
- It made Japan the first Japanese Company to listed in the New York Stock Exchange
- Morita and Ibuka felt that the film industry, music industry, and internet must be interconnected in Digital age.

## **Superannuation, awards, rewards and lasting peace-**

- In 1994 Morita stepped down as SONY chairman.
- He had a severe brain haemorrhage while playing tennis and confined to a wheelchair.
- Norio Ohga was made Chairman of SONY.
- Morita continued to live active life.
- Served on different designations in globally reputed organizations –  
Japan –US Economic Relations Group (Wise Men’s Group)-Member  
Trilateral Commission – Third Japanese Chairman  
*Keidanren* –a Japanese Industrialists Powerful Org.-Vice-Chairman  
Morita has been the recipient of several prestigious awards-  
Albert Medal in 1982- by United Kingdom’s Royal Society  
Honorary British Knighthood  
In 1984 he received-the National Order of the Legion of Honour  
Posthumously awarded –Grand Cordon of the Order of the Rising  
Sun in 1999 for promoting Japanese Culture

## World Lost **the 'Gadget Guru'** forever-

At the age of seventy-eight Akio Morita left for his heavenly abode due to pneumonia and the world lost The Gadget Guru forever.



**THANK YOU!**  
*thank you!*

*Thank  
you*



curiosity is the key to  
creativity ~Akio Morita

