SWOT Analysis

STRENGTH

* Innovative product
* Comparative advantage of being the first within the industry niche
* Increasing demand rates for AI and robotic products
* Active and passive income from subscription business model

WEAKNESS

* Price (Competitors Kirobo and Pepper sell their product on the lower price)
* Low profit margins
* High R&D cost
* Lack of solid positioning of the robotic niche in the global market
* Lack of customization of the product for new markets with different demands

OPPORTUNITY

* Success within new markets
* Become a leader of the new AI and robotics industry
* Sony could leverage their Medical innovations and incorporate them with their entertainment products
* Leveraging subscription business model adding brand new features
* Gathering data and using it as a marketing advantage or sharing data with other industries for profit

THREAT

* Giant IT corporations like IBM, Tesla, Google, and Amazon could break into the market with larger funds and resources
* Future low demand on the product within new markets
* The product could be another short passing trend
* Privacy and legal issues
* Economic and political threats