



**KAZAKH NATIONAL WOMEN`S TEACHER TRAINING
UNIVERSITY**

Presentation

Theme:SWOT analysis of



**Done by : Naimankhan T.
Checked by : Berniyazova G.**

Almaty 2019

Plan

I.Introduction

II.Main part:

- 2.1. The history of the company Samsung
- 2.2. The main competitors of this company
- 2.3. Decoding the word SWOT
- 2.4. Samsung's Strengths
- 2.5. Samsung's Weaknesses
- 2.6. Samsung's Opportunities
- 2.7. Samsung's Threats

III.Conclusion

IV.References



Introduction

My analysis of Samsung SWOT shows how the second largest technology company used its competitive advantages to become a leader in consumer electronics, home appliances. It identifies all the key strengths, weaknesses, opportunities and threats that affect the company the most.

The history of the company Samsung



- Beginning in 1938, Korean entrepreneur Lee Byung Chul managed to register the trademark Samsung Trading Company. At first his company was engaged in the export of rice, sugar and dry fish from Korea to China and Manchuria.

After world war II, stopped the growth of the company. The new government to raise the economy of the country decided to provide the largest entrepreneurs

with state orders. It was in this period that such Korean giants as **Daewoo**, **Hyundai**, **Goldstar (LG)** were created.

- Each company had its own specialization. Daewoo was engaged in the production of cars, Hyundai-construction, **Samsung began to manufacture electronics**, LG engaged in the production of various electronics.

Key Information About

SAMSUNG

Company
Samsung



CEO
Koh Dong
Jin



Founded
1938

Headquarter
Samsung Town,
South Korea



Number of
Employees (2018)
320,671



Public
or Private
Public

Ticker Symbol
SSNLF

Market
Capital
\$326 Billion
(2018)



Annual Revenue
\$225 Billion
(2018)



\$41 Billion
Profit | Net income
(2018)



Main Competitors



Decoding the word SWOT



Samsung's Strengths

- Strong Brand Image
- The quality of equipment at the highest level
- Loyal Customer Base
- The flexibility of the production technology
- Product innovation and design opportunities.

Samsung's Weaknesses

- Heavily dependent on the American Markets
- The decline in Smartphone Sales
- Camera phones are weaker than the iPhone

S W
O T

Samsung's Opportunities

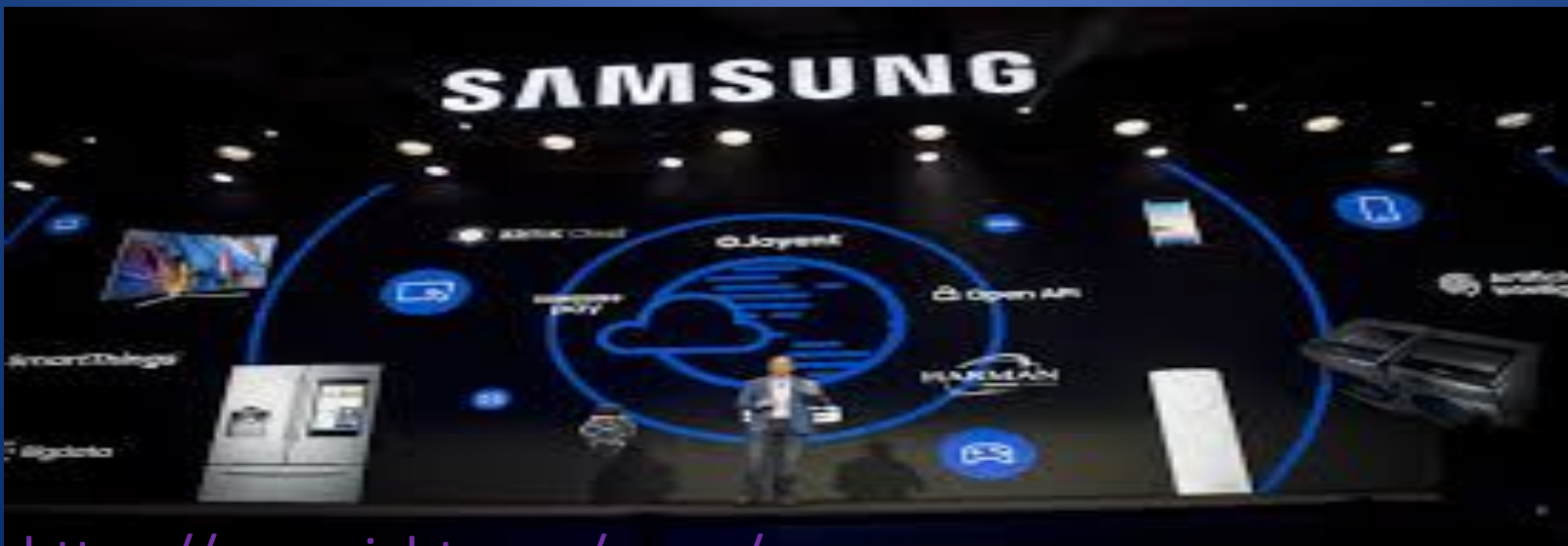
- Triple Protection Proposition
- HR Management
- Diversification and Acquisitions
- International expansion

Samsung's Threats

- Lower product prices
- Increased Competition
- Legal and Regulatory Threats
- Copying products

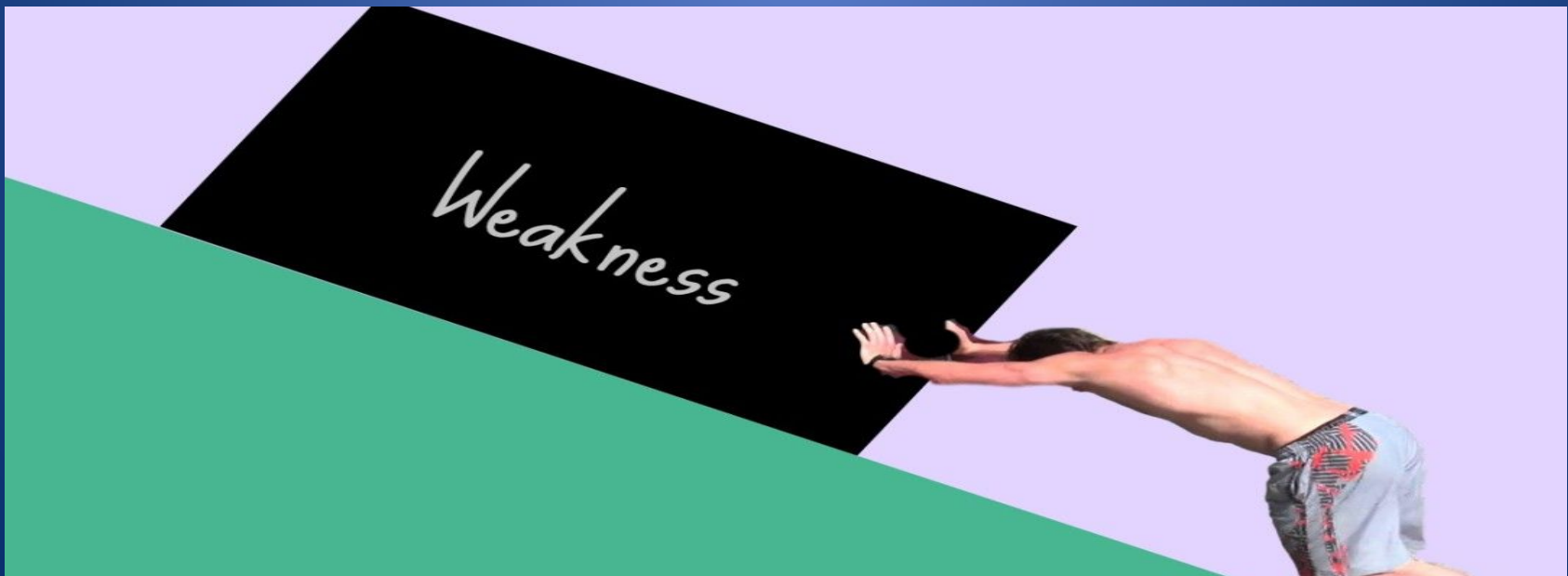
Samsung's Strengths

- Strong Brand Image
- The quality of equipment at the highest level
- Loyal Customer Base
- Strong focus on Research and Introducing new technologies in different product categories Development
- The flexibility of the production technology
- Product innovation and design opportunities.



Samsung's Weaknesses

1. Heavily dependent on the American Markets
2. The decline in Smartphone Sales
3. Camera phones are weaker than the iPhone



Samsung's Opportunities

- Triple Protection Proposition
- HR Management
- Diversification and Acquisitions
- International expansion



Samsung's Threats

- Lower product prices
- Increased Competition
- Legal and Regulatory Threats
- Copying products



CONCLUSION

To sum up, to thrive, they need to expand internationally and incorporate new demographic information for consumers.

References

1. Samsung Electronics (2018). Annual Report. Available at:http://images.samsung.com/is/content/samsung/p5/global/ir/docs/2017_con_quarter04_all.pdf Accessed January 10, 2019
2. <https://bstrategyhub.com/>
3. <https://wd-x.ru/>
4. <https://feetch.com/samsung.html>



THANK YOU

**ITS THE END
OF MY**

PRESENTATION!

KeepCalmAndPosters.com