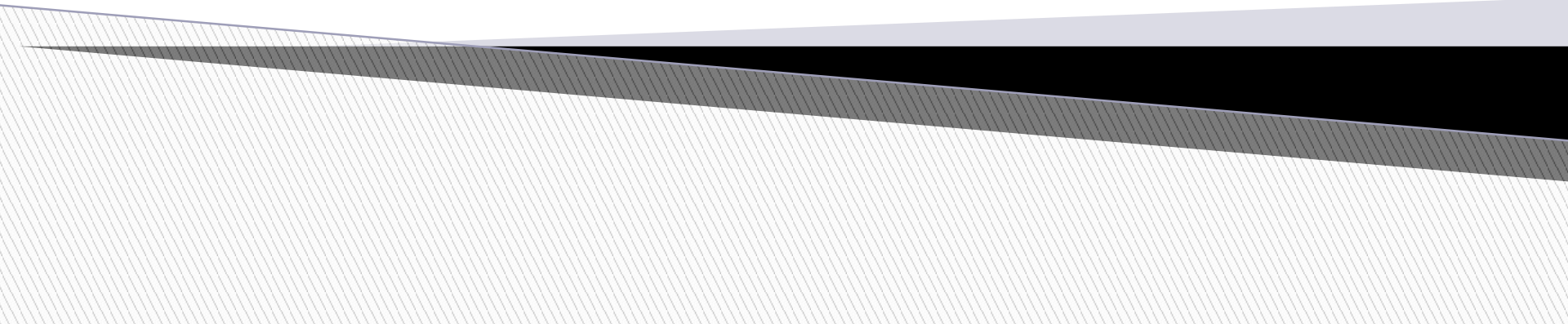


Company “Samsung”

By Nurtayeva

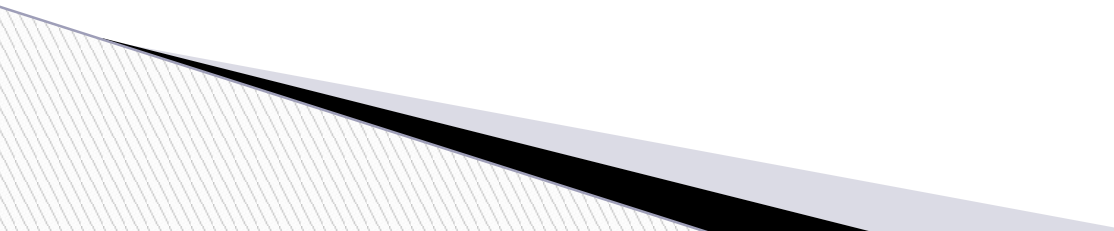


Organization as a function of management

- Determining what tasks are to be done. Who will implement and coordinate tasks. How the tasks are to be grouped. Who report to whom and where decision to be made. Managers need to logically and effectively the information, recourses and workflow of organization.



The history of the Samsung

- South Korean group of companies, one of the largest chaebols, founded in 1938 in Daegu.
 - In the beginning Lee Byung-Chul opened a business of rice flour production under the name of Samsung Trading Company.
 - But soon he went bankrupt.
 - Lee Byung-Chul found money under the burned-down house and became rich.
 - Since there was no permanent electricity in Korea, Lee Byung-Chul wanted to develop his business in this area.
- 

Li Ben Chul
(Feb 12, 1910 — Nov 19,
1987)

was the founder of
Samsung Group and
one of the most
successful businessmen
of the Republic of
Korea. His second name
— the Khoam



The Internal environments include

**Structure of
the
company**

- Logo
- Slogan
- Vision
- Mission
- Objectives
- Goals
- Tasks

**produc
t**

Logo and slogan

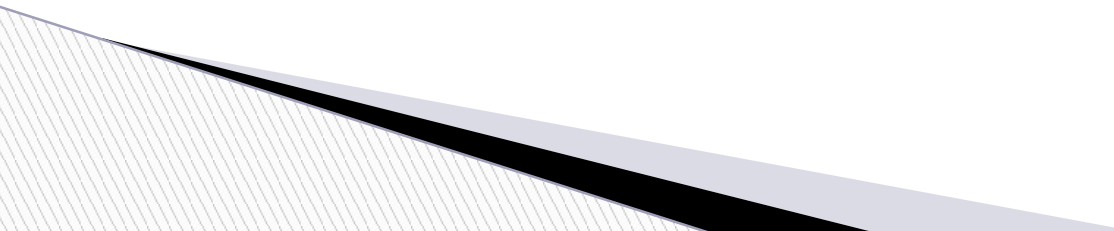


TURN ON TOMORROW

- ▣ The slightly tilted ellipse symbolizes the Universe
- ▣ The blue color in the design of the ellipse is the color of the sky and the ocean.
- ▣ The word "Samsung" is inside the ellipse
- ▣ The symbols "S" and "G" create small holes on the border, thus marking the company's connection with the world.



Vision 2020+

- "Inspire the world, create the future.«
 - Samsung's goal is to become a favorite brand, an innovative and respected company. Therefore, we focus on creativity and the creation of innovations, while meeting the common interests of our employees and partners.
- 

Mission

Inspire the world of innovative technologies, products and developments that enrich human lives and contributed to the socially responsible sustainable future.



Objectives

- ❑ Samsung's objectives consistently adhere to local laws and regulations, and require its employees to strictly adhere to a global code of conduct.
- ❑ Ethical governance is not only a means to respond quickly to changes in the global business environment, but also to gain the trust of consumers, shareholders, employees, business partners and local communities.
- ❑ So, Samsung constantly trains its employees, uses monitoring systems and practices fair and transparent corporate governance.



Tasks of the company

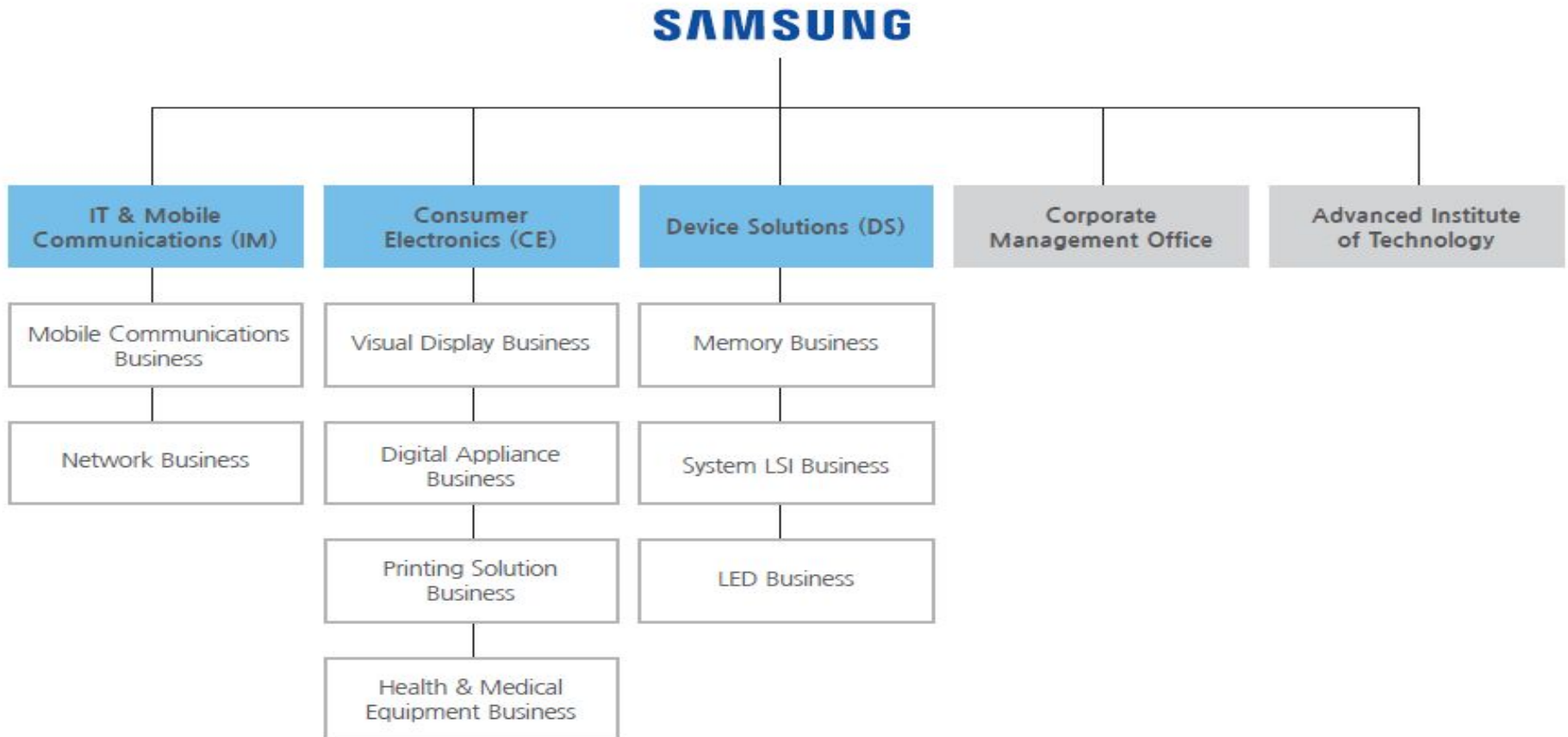
- The contribution to the development of the community;
- The fulfillment of its mission as a member of the company.

Tasks of the company (internal goals):

- **Creation of the best products and services;**
- **Create products and services providing the highest degree of consistency satisfaction;**
- **Keeping the 1st place in the world for each business direction**

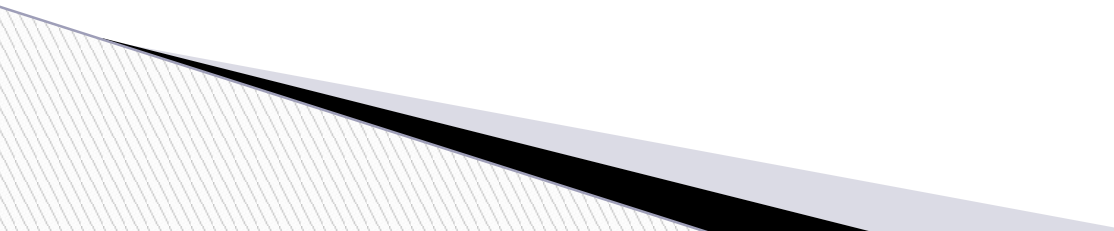


Structure GBM



Products

Area of activity of the division

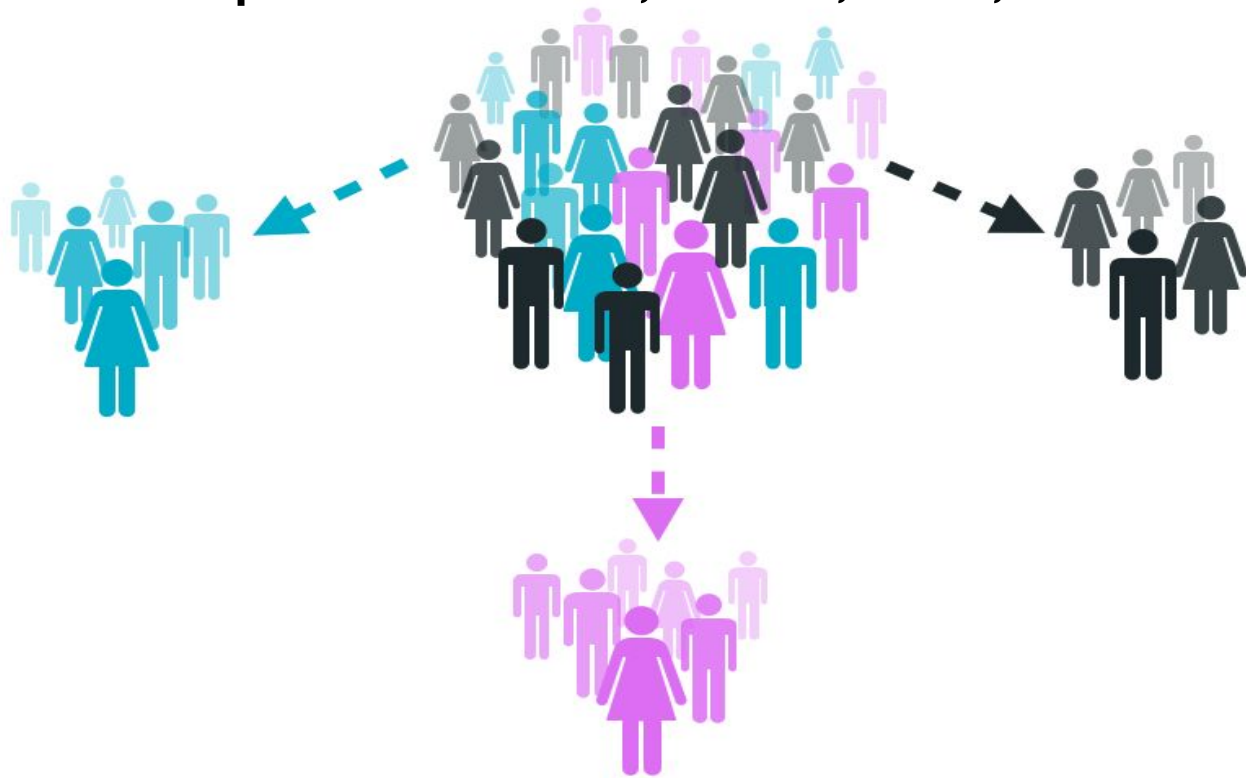
- Electronics
 - Heavy industry
 - Other activity
 - Finance and insurance
 - A separate line of business is investment funds.
 - Chemical industry
- 

External environment of the company Samsung



Suppliers

- Samsung does not divide buyers into groups, as they produce goods not for a certain group of people. For example: women, men, old, young, etc.



Competitors

- The company has a lot of competitors. Famous among them can be called Apple, LG ect.



APPLE





LG

Life's Good



SWOT Analysis



S



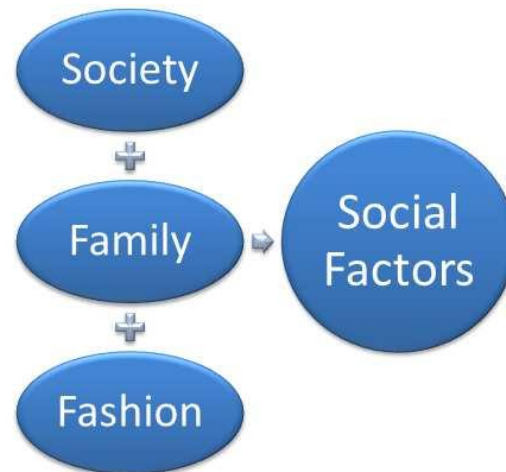
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□ gjm

Conclusion





THANKS FOR
ATTENTION