

Presentation

Samsung company structure

Made by Yussupova Ziliya



SAMSUNG



SAMSUNG

Introduction

Samsung

Inspire the World , Create The Future

- * The “Three Stars” or as known as “**Samsung**”
- * **They produce**, chemicals, consumer electronics, electronic components, medical equipment, precision instruments, semiconductors, ships, and telecommunications equipment.
- * **They also offer services** such as advertising, construction, entertainment, financial services, hospitality, information and communications technology services, medical services, and retail.
- * **Samsung has more than 344,000 employees.**

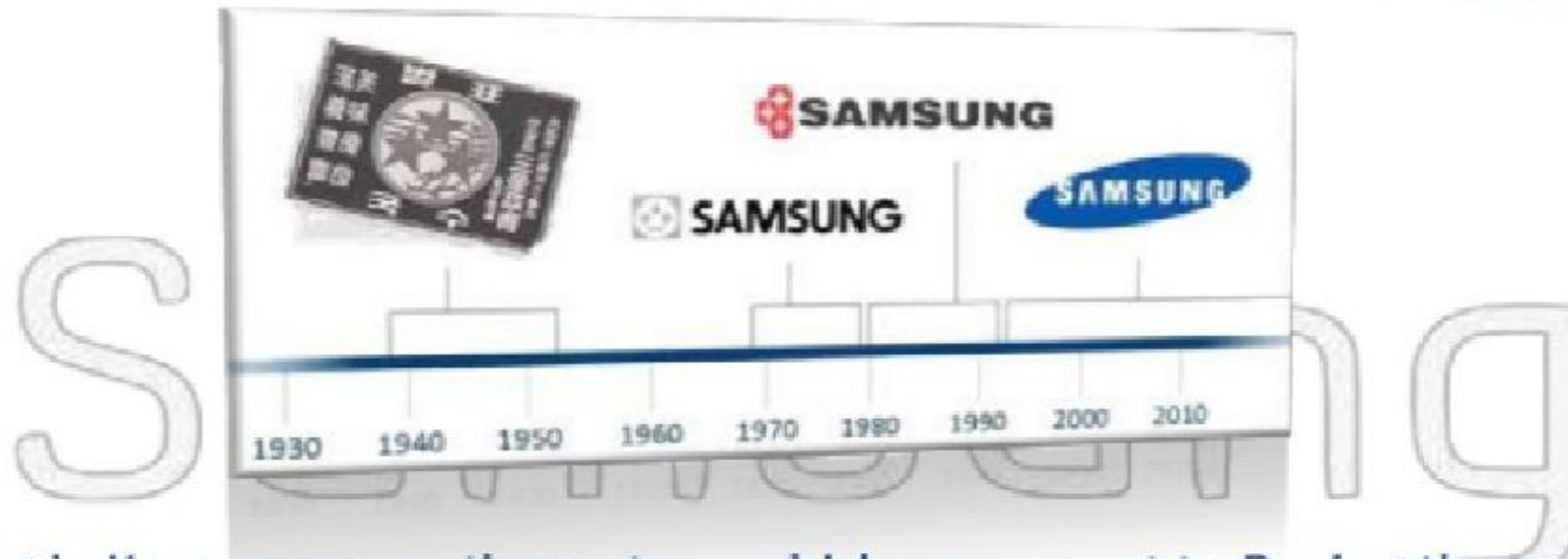
Samsung



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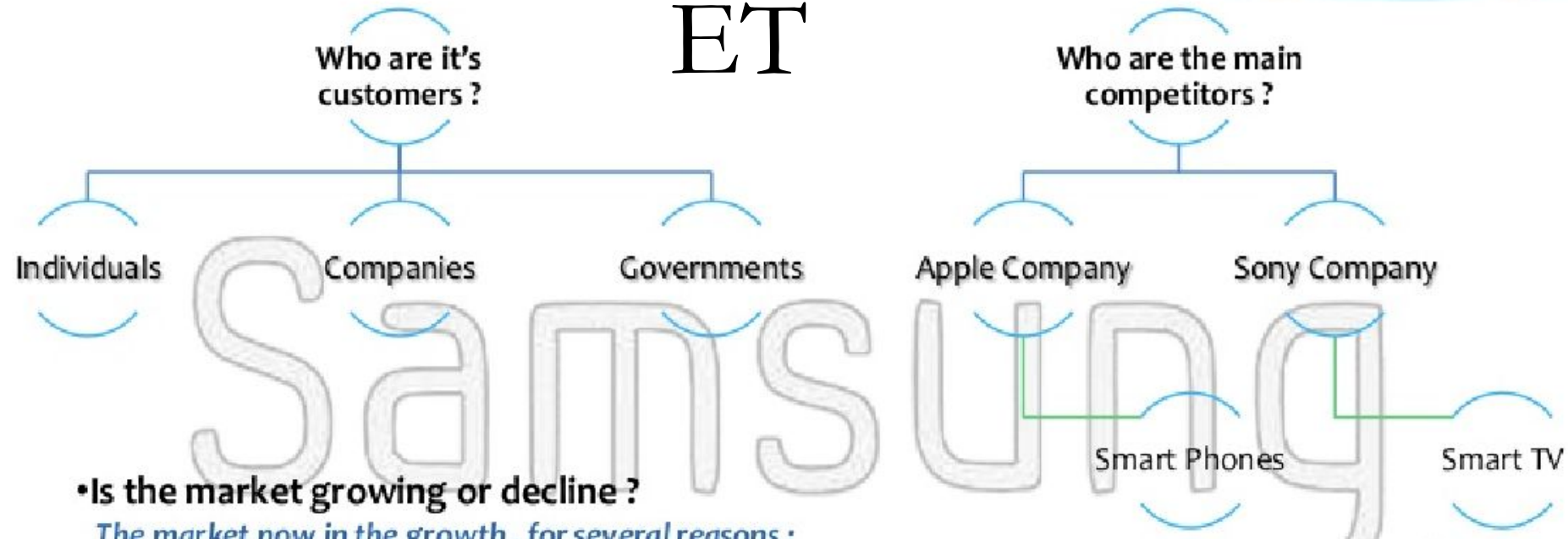


Sam-sung in Korean means three stars, which was meant to Buying the main principles that by it he established his company for which:

- * To be great.
- * To be strong.
- * To remain forever.

MARK

ET



•Is the market growing or decline ?

The market now in the growth , for several reasons :

1. the sales rapidly rising .
2. the profit rising .
3. the cost of Samsung products it's average cost per customer .
4. the penetration strategy in prices .
5. build intensive distribution .
6. keep updating .
7. upgrading their products .



Business
Objectives

- Remain Global Leader in smart phone market
- Increase Market Share

Marketing
Objectives

- Spread Awareness
- Amplify Relationships
- Establish New Relationships



History of the company

Samsung

Inspire the World , Create The Future

From rice and sugar industry to the future!

Samsung beginning was different from anything we expected, it began in 1938 when Byung Chul Lee established a shop to sell rice and sugar he called it (Sam – Sung).





- In 1969 Samsung started manufacture of TVs, washing machines and refrigerators.
- In the 80's Samsung Electronics merged with Samsung Telecommunications which gave more success.
- In 1993 it became the leader in LCD industry.
- To date, Samsung are still in the world's best technology providers creating superior products and services.

- Some of the famous names associated with the company are :

Smart TV

Sanyung Car

Laptops

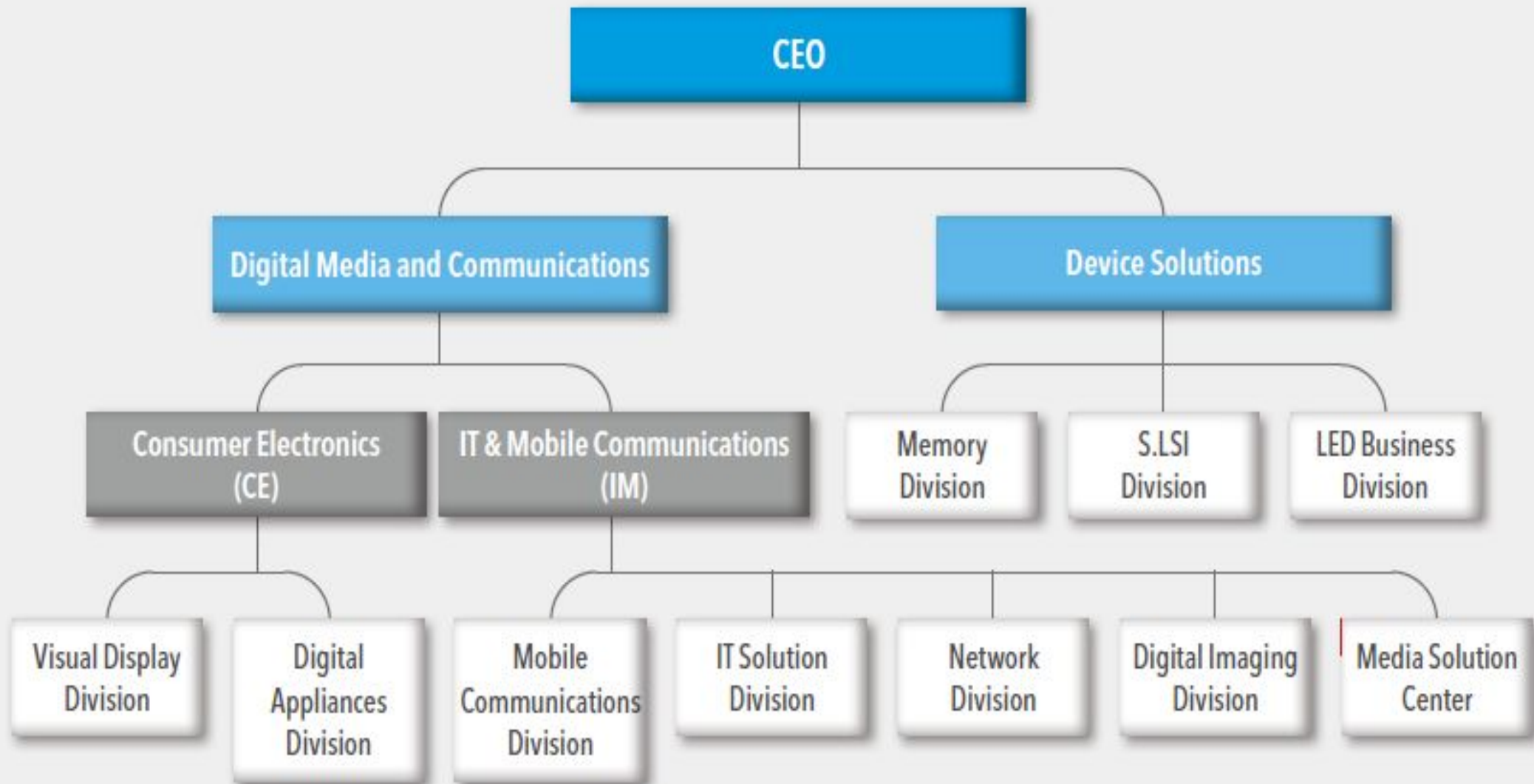
Galaxy S1-4

Galaxy Note

Galaxy Tab



Company structure



How does it advertise its product / service ?

- Samsung used a smart advertisement strategy **based on people**.
- Focusing on the unique features in their products and **how people can use them**.
- The advertisements **make fun** of Apple products.
- They show Galaxy users being **superior and more 'cool'** while showing Apple users as the 'dump people'.
- These advertisements **made huge impact**.
- **Samsung spent over \$400 million** to market its Galaxy products,

This was more than any other competitor.



- Samsung includes 50,000 researchers .
- Samsung group includes several major companies , **And some of these are :**
 - ❑ Samsung electronics .
 - ❑ Samsung heavy industries .
 - ❑ Samsung engineering and Samsung C&T .
 - ❑ Samsung motors .
- Samsung profit only in 2010 exceeded 220 billion dollars .
- if we consider Samsung as a country it will be ranked No. 35 in the world's largest economies, according to 2006 statistics.
- The profit of this company outweighs the profit of Microsoft, Google and Apple together!!

Thank you for attention!