

The image features the Samsung logo, which consists of the word "SAMSUNG" in a bold, white, sans-serif font. The text is centered within a dark blue, three-dimensional oval shape that has a glowing white border. The background is a gradient of blue, with some faint, curved lines in the upper right corner.

SAMSUNG

Samsung is an industrial group of companies, one of the largest in the South? Korea chaebol, founded in 1938. The word "Samsung" in "Korean" means "three stars".



he founders



Li Beong Chol



Lee Hong-hee



Kwon O Hyun



It was founded in 1938 in the city of Daegu. The staff of 40 people. Sphere of activity: trade in rice.



The logo of Samsung Byeolpyo, which produced pasta (1938-1958)

- In 1969, together with the Japanese firm SANYO, SAMSUNG ELECTRONICS COMPANY was established, specializing in the production of semiconductors.
- In 1972, the first black and white TVs were produced.
- In 1977, color televisions.
- In 1979, the first household video recorders.



SAMSUNG

- In 1983, the chip was released
- In 1995, the firm exceeded sales of \$ 20 billion.



- In January 1999, Forbes Global magazine awarded Samsung Electronics "The Best Consumer Electronics Company"
- By 2000, SAMSUNG had pledged to deliver wireless multimedia communications to the Olympic Games.



Today Samsung Electronics is a transnational corporation with offices in 47 countries and 70 thousand people working in them.



Companies of the concern? Samsung

- Samsung Electronics
- Samsung Petrochemicals, engaged in petrochemicals
- Samsung Life Insurance, working in the field of insurance
- Samsung Heavy Industries, specializing in heavy industry
- The Shilla Hotels & Resorts, which operates a network of hotels
- Samsung Life Insurance, engaged in life insurance and various risks





SAMSUNG

- **The cost of the Samsung brand is \$ 19.5 billion**
- **In the list of Best Global Brands 2014 for Samsung - 7th place**
- **For the second half of the year 2015, income was received in the amount of 41.7 billion dollars. Operating profit was 5.93 billion dollars.**