

A futuristic advertisement for Samsung. The central focus is a glowing, textured sphere resembling Earth, set against a dark blue background with a fine grid pattern. A bright blue light source on the right creates a lens flare effect across the grid. The word "SAMSUNG" is written in a bold, glowing blue font across the center of the sphere. Below it, the tagline "TURN ON TOMORROW" is written in a smaller, glowing blue font. In the upper left, a small crescent moon and several distant stars are visible.

SAMSUNG

TURN ON TOMORROW

QUICK LOOK UP TO THE COMPANY'S HISTORY

- Founded in 1938
- Lee Byungchul (South Korea)
- The first their cellphone was built in 1985
- 489k employees more than Google, Apple, Microsoft together
- 22,4% market share
- The biggest phone manufacture worldwide

COMPETITORS

- Market share:

These three companies have almost 50% of the market share.

- Samsung with 22.4 %
- Apple 16.4%
- Huawei 7.7%

- 2015 stats smartphones sold in units:
- Samsung: 325 million
- Apple: 231.5 million
- Huawei: 106.6 million

RADICAL CHANGE IN THE WORLD OF SMARTPHONES

- In 2011 Samsung introduces the new line of their products with the Samsung Galaxy Note (GT-N7000).
- Too big to be called smartphones but not big enough to be Tablets
- The first company worldwide to make such a radical and controversial product

SHI (SAMSUNG HEAVY INDUSTRIES)

- Building huge ships: 30 ships every year
- Skyscrapers:
 - Burj Khalifa
 - Taipei 101
 - Petronas Towers

HANWHA TECHWIN

- Building helicopters
- Jet engines
- Mobile artillery for South Korean army
- KF-16
- SGR-AI

SAMSUNG CONSTRUCTION AND TRADING

- Samsung digital city:



OWNS SOUTH KOREA'S LARGEST THEME PARK CALLED
"EVERLAND".



NON-PROFITABLE MEDICAL CENTER

- 1200 doctors
- 2300 nurses
- 100 million dollar of Investment every year

OTHERS BUSINESSES SAMSUNG OWNS

- Samsung trading & investment
- Samsung SDS (IT services)
- Samsung fire & Marine insurance
- Cheli Worldwide Inc (advertising)

Useful links to our sources

- How big Samsung Electronics really is:
 - <http://cdn.tufitech.com/wp-content/uploads/2016/03/How-Big-Is-Samsung-Infographic.jpg>
 - <https://www.youtube.com/watch?v=6Afpey7Eldo>
- Statistics of 2015+2016 LG Electronics and Samsung Electronics:
 - <https://www.youtube.com/watch?v=6pEyUjBV2jc>