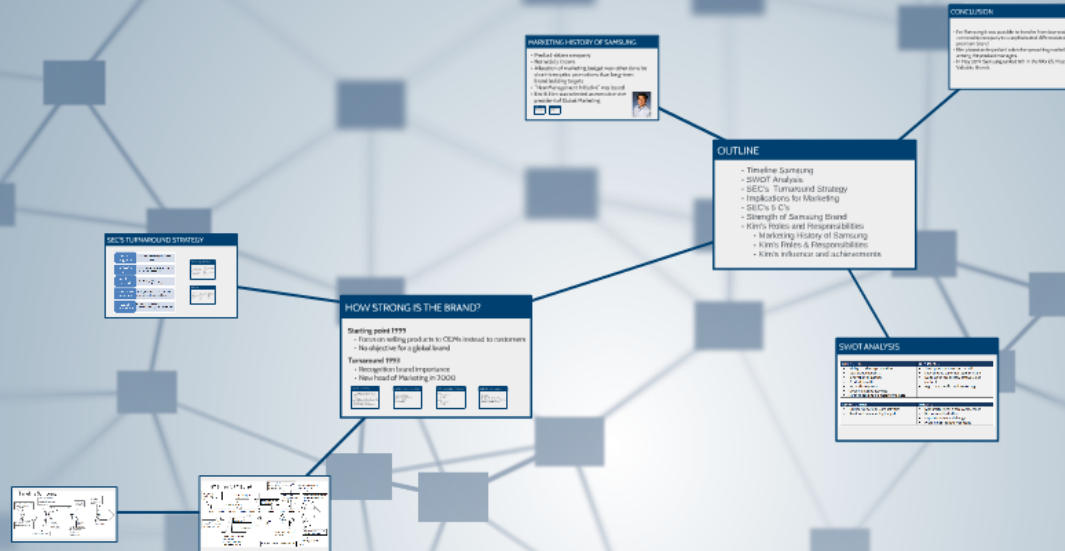


SAMSUNG

Samsung Electronics: Global Strategies
TheCasesolutions.com



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MIND BLOWING FACTS ABOUT SAMSUNG

- Samsung's construction division built the Burj Khalifa, which is the tallest building in the world.
- Samsung Electronics has 370'000 employees worldwide (Apple has 80'000, Microsoft has 97'106 and GE has 305'000)
- Samsung spent over \$4 billion in advertising for 2012, plus an additional \$5 billion in marketing. Its advertising budget dwarfs everyone else.
- Samsung's net sales for 2011 were \$247 billion. Samsung's electronics division sales were \$179 billion. In calendar 2011, Apple did \$127.8 billion in sales.
- Samsung shipped 215.8 million smartphones in 2012, which is more than the next three smartphone sellers combined.



OUTLINE

- Timeline Samsung
- SWOT Analysis
- SEC's Turnaround Strategy
- Implications for Marketing
- SEC's 5 C's
- Strength of Samsung Brand
- Kim's Roles and Responsibilities
 - Marketing History of Samsung
 - Kim's Roles & Responsibilities
 - Kim's influence and achievements

Timeline Samsung

