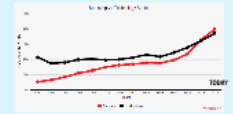
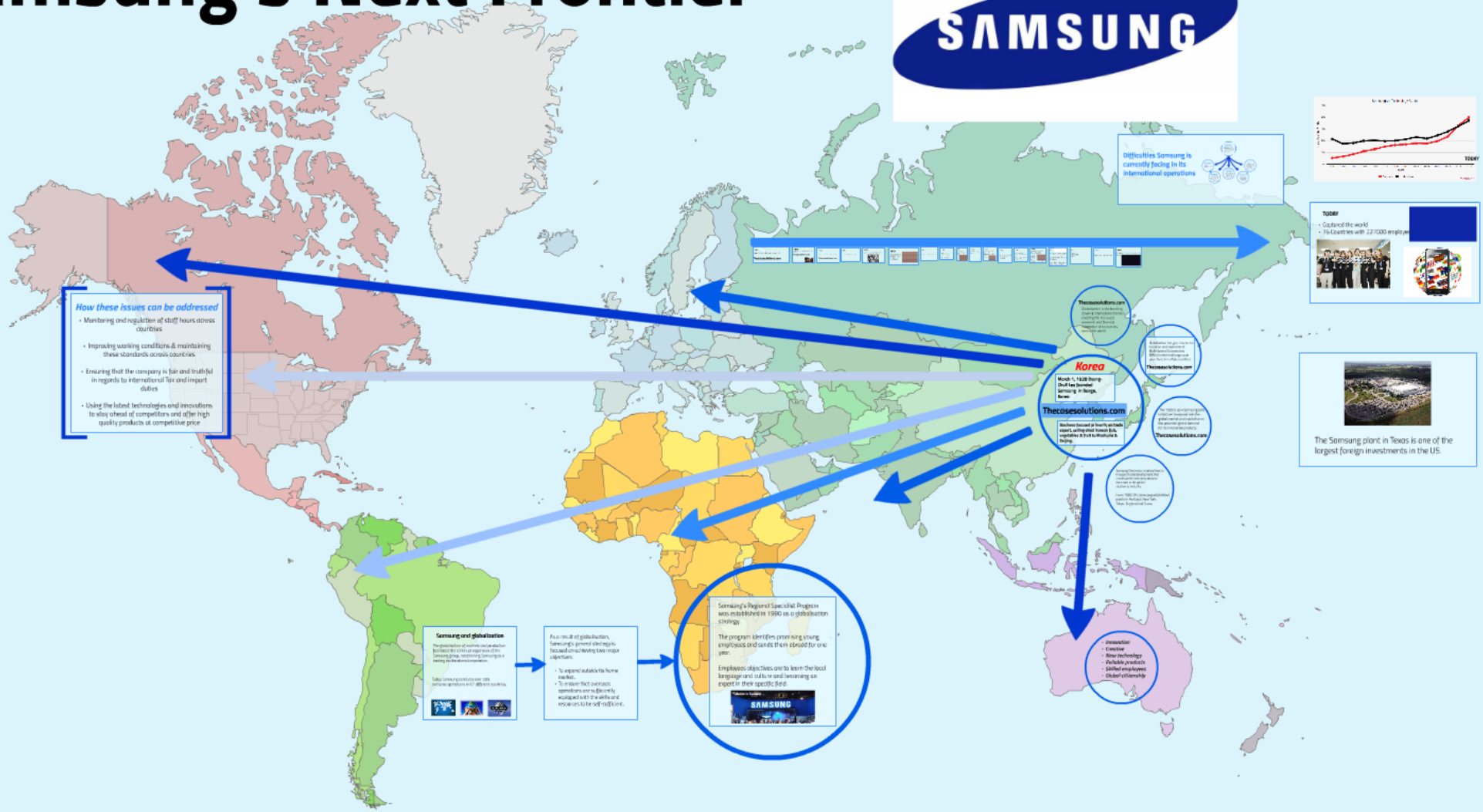
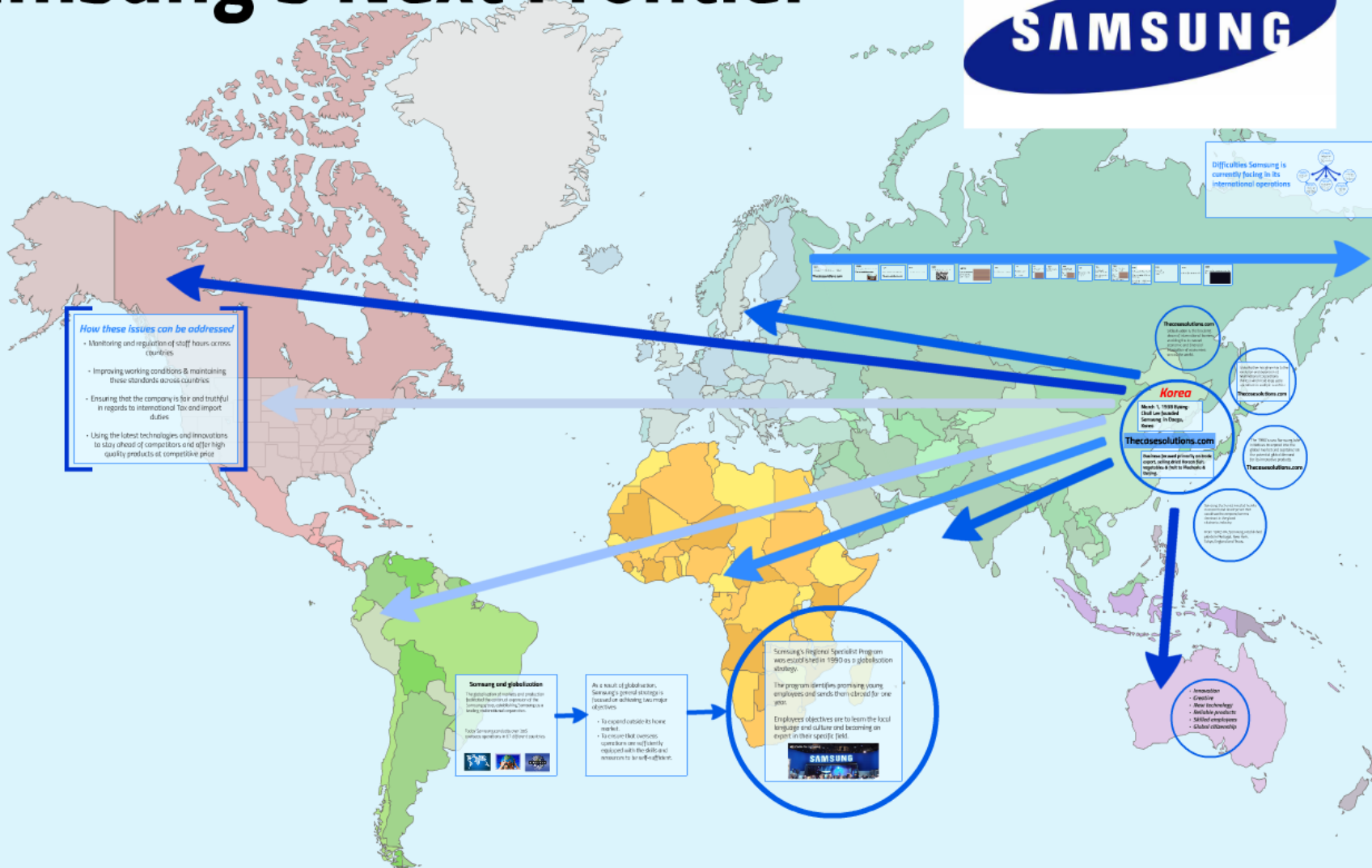


Samsung's Next Frontier



Samsung's Next Frontier



How these issues can be addressed

- Monitoring and regulation of staff hours across countries
- Improving working conditions & maintaining these standards across countries
- Ensuring that the company is fair and truthful in regards to international Tax and import duties
- Using the latest technologies and innovations to stay ahead of competitors and offer high quality products at competitive price

Difficulties Samsung is currently facing in its international operations



TODAY

- Expanded the world
- 75 Countries with 22,000 employees

The Samsung plant in Texas is one of the largest foreign investments in the US.

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Korea
 March 1, 1988 Spring
 Club on the island
 Samsung in Chicago
 Korea

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Samsung and globalization

The globalization of markets and production has led to the need for multinational corporations to expand their operations across different countries.

As a result of globalization, Samsung's global strategy is focused on achieving strategic objectives:

- Expand outside its home market
- Ensure that customer connections are well-served
- Employed with the skill and resources to fulfill objectives

Samsung's Regional Specialist Program was established in 1990 as a globalization strategy. The program identifies promising young employees and sends them abroad for one year. Employees objectives are to learn the local language and culture and becoming an expert in their specific field.

Korea

March 1, 1938 Byung-Chull Lee founded Samsung in Daegu, Korea

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Business focused primarily on trade export, selling dried Korean fish, vegetables & fruit to Manchuria & Beijing.

(MNCs) which
operations in

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Globalisation is the breaking down of international barriers, enabling the increased economic and financial integration of economies across the world.



Globalisation has given rise to the evolution and expansion of Multinational Corporations (MNCs) which hold large scale operations in multiple countries.

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The 1980's saw Samsung take initiatives to expand into the global market and capitalise on the potential global demand for its innovative products.

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1969

Samsung-Sanyo Electronics established

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1970

Black and white TV model production started by Samsung
Sanyo (model: P-3202)

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1974

Washing machine & refrigerator production began

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