



# Samsung Electronics Harvard Case Solution & Analysis

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**SAMSUNG**

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# Overview

- Samsung Background
- International Strategy
- External & External competitive
- Recommendations

# Samsung Background



- Name: Samsung Electronics Co, Ltd.
- Industries served: Consumer electronics, Telecoms Equipment, Semiconductors, and Home Appliances
- Geographic areas served: Worldwide
- Headquarters: South Korea
- Current CEO: Dr. Oh-Hyun Kwon
- Revenue: US\$ 327 billion (2013)
- Branches: 59 in 46 countries
- Employees: 427,000 (2013) in 50 countries
- Main competitors: Apple Inc., Nokia OYJ, Intel Corporation, LG Display and LG Electronics, Sony Corporation, Texas Instruments Inc., Lenovo Group Limited, Hewlett-Packard Company, Sanyo Electric Co., Ltd., Toshiba Corporation, SK Hynix Inc., Western Digital Corporation and others.



## Vision 2020

Lead in the World,  
Create the Future

### Mission

To inspire the world with innovative technologies, products and designs that enrich people's lives and contribute to a socially responsible, sustainable future



## Brief History





- Name: **Samsung Electronics Co, Ltd.**
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### 1982-2000

- 2000year**  
22nd AGM Moved into "Samsung Securities and Trust Investment Inc."
- 1999year**  
Samsung's Largest call center in Korea
- 1998year**  
20th AGM 1. Opened Korea's first branch office  
22nd AGM 1. First in Korea to set Mutual Funds
- 1997year**  
20th AGM 1. Opened London branch office
- 1996year**  
22nd AGM 1. Incorporated into Samsung Group  
20th AGM 1. Changed trade name to "Samsung Securities"
- 1995year**  
20th AGM 1. Changed trade name to "International Securities" raised stock  
Building 30 stories, opened headquarters and branch in Singapore
- 1994year**  
20th AGM 1. 1st IPO public offering (bank market)
- 1993year**  
20th AGM 1. 1st Financial Investigation / Audit Firm's meeting  
20th AGM 1. 1st board meeting, statutory register entry, 20 billion KRW paid for capital

### 2001-2005

- 2005year**  
25th AGM 1. Samsung Securities and Trust Investment Inc. (SSTI) merged with Samsung Securities and Trust Investment Co., Ltd. (SSTIC) to form Samsung Securities and Trust Investment Co., Ltd. (SSTI)
- 2004year**  
24th AGM 1. Samsung Securities and Trust Investment Inc. (SSTI) merged with Samsung Securities and Trust Investment Co., Ltd. (SSTIC) to form Samsung Securities and Trust Investment Co., Ltd. (SSTI)
- 2003year**  
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- 2002year**  
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- 2001year**  
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### 2006 - 2010

- 2010year**  
26th AGM 1. Samsung Securities and Trust Investment Co., Ltd. (SSTI) merged with Samsung Securities and Trust Investment Co., Ltd. (SSTI) to form Samsung Securities and Trust Investment Co., Ltd. (SSTI)
- 2009year**  
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# 1982-2000

## 2000year

12month01 Merged into "Samsung Securities and Trust Investment Inc."

## 1999year

6month09 Largest call center in Korea

## 1998year

10month11 Opened New York branch office  
12month14 First in Korea to sell mutual funds

## 1996year

7month01 Opened London branch office

## 1992year

11month02 Incorporated into Samsung Group  
11month25 Changed trade name to "Samsung Securities"

## 1991year

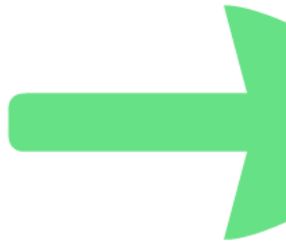
7month01 Changed trade name to "International Securities", initiated stock trading business, opened headquarters and branch in Apgujeong

## 1988year

3month28 Initial public offering (stock market)

## 1982year

9month04 (Han'il Financial Investments) Establishment meeting  
10month19 Inaugural meeting, company registration, 20 billion KRW paid for capital



# 2001-2005

## 2005year

- 4month27 Launched "FN Honors Club", a PB service brand
- 5month08 Concluded a retirement fund consulting contract with Nomura Securities Co. Ltd.
- 12month05 Strategic business alliance with China International Trust and Investment Corporation (CITIC)

## 2004year

- 1month13 Launched SMA(Samsung Cash Management Account)
- 5month15 Launched first annual Global Investor's Conference
- 6month15 Announced the "Samsung Securities' WAY"(Customer Satisfaction, Ethical Awareness, Professional Spirit, Teamwork)

## 2003year

- 5month20 Acquired London Stock Exchange Membership
- 10month22 Launched "Samsung Wrap" account

## 2002year

- 7month03 Designated as [Korea's Best Investment Bank] by Finance Asia Magazine
- 11month08 Opened China branch office in Shanghai
- 12month16 Moved Samsung Securities Headquarters to Jongro Tower

## 2001year

- 3month29 Opened Hong Kong branch office
- 7month09 Designated as [Best Equity House] by Euromoney Magazine for three consecutive years