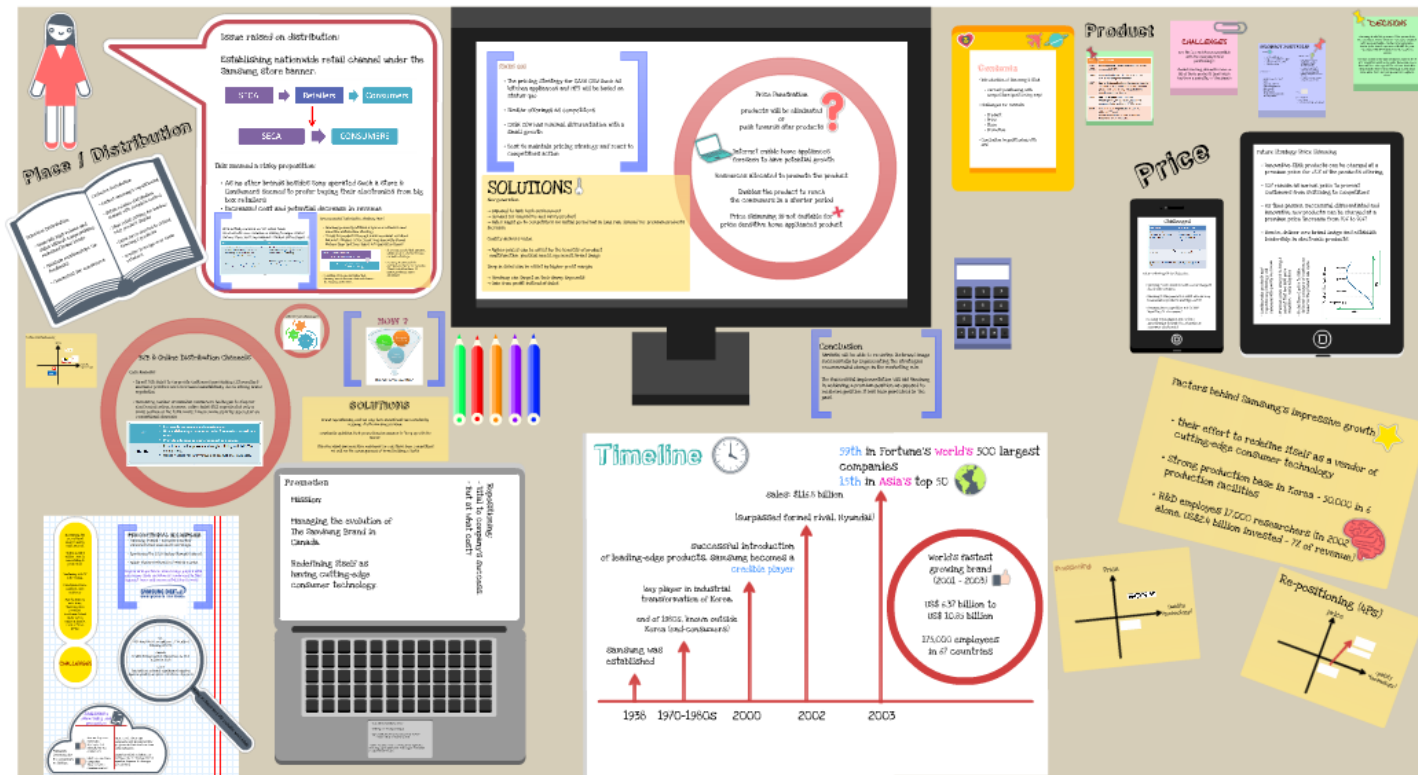


# MKW3440 MARKETING STRATEGY

## SAMSUNG Redefining A Brand



ThecaseSolution.com

# MKW3440 MARKETING STRATEGY

## SAMSUNG Redefining A Brand



### Place / Distribution

**Objective Distribution**

- Identify high volume and demand segments
- Establish distribution channels
- Monitor and evaluate performance
- Communicate the distribution plan

**Executive Distribution**

- Identify key distribution channels
- Establish distribution channels
- Monitor and evaluate performance
- Communicate the distribution plan

### Issue raised on distribution:

Establishing nationwide retail channel under the Samsung store banner.

```

    graph LR
      SECA --> Retailers --> Consumers
      SECA --> CONSUMERS
  
```

this seemed a risky proposition

- As no other brands besides Sony operated such a store & Consumer seemed to prefer buying their electronics from big box retailers
- Increased cost and potential decrease in revenue

### STATUS quo

- The pricing strategy for C&A C&A such as Japanese appliances and VCR will be based on status quo
- Similar offerings as competitors
- C&A C&A has minimal differentiation with a small growth
- Hard to maintain pricing strategy and react to competitors action

### SOLUTIONS

- Expected to high tech environment
- Expected to high tech environment
- Expected to high tech environment

### Price Penetration

product will be eliminated or push towards other products

Internet enable have appliances transition to have potential growth

Intensify allocated to promote the product

Disables the product to reach the consumer in a shorter period

Price discounting is not suitable for price sensitive home appliances product

### Contents

- Introduction of Marketing & M2C
- Current positioning with competitors (marketing map)
- Challenges on strategy
- Product
- Price
- Promotion
- Place
- Conclusion

### Product

**CHALLENGES**

- Are the core values consistent with the company's vision?
- Are the core values consistent with the company's vision?

**DECISIONS**

- Are the core values consistent with the company's vision?
- Are the core values consistent with the company's vision?

### Online Distribution Channels

Online media

- Search engines and social media (e.g. Facebook, Twitter, YouTube, etc.)
- Search engines and social media (e.g. Facebook, Twitter, YouTube, etc.)

**SOLUTIONS**

- Search engines and social media (e.g. Facebook, Twitter, YouTube, etc.)
- Search engines and social media (e.g. Facebook, Twitter, YouTube, etc.)

### Conclusion

Samsung will be able to re-define its brand image successfully by implementing the strategic recommended changes in the way it does it.

The successful implementation will not be limited to Samsung's products but will extend to its entire business.

### Price

**CHALLENGES**

- Are the core values consistent with the company's vision?
- Are the core values consistent with the company's vision?

**DECISIONS**

- Are the core values consistent with the company's vision?
- Are the core values consistent with the company's vision?

### Promotion

**Mission:**

Managing the evolution of The Samsung Brand in Canada.

**Redefining itself as having cutting-edge consumer technology.**

**Keynote:**

- Keynote
- Keynote

### Timeline

1938: Samsung was established

1970-1980s: end of 1960s, known outside Korea (end-consumers)

2000: key player in industrial transformation of Korea

2002: successful introduction of leading-edge products, Samsung becomes a credible player

2003: sales: \$116.8 billion (surpassed former rival, Hyundai)

2003: 59th in Fortune's world's 500 largest companies, 15th in Asia's top 50

2003: world's fastest growing brand (2001 - 2003)

2003: US\$ 6.37 billion to US\$ 10.85 billion

2003: 175,000 employees in 67 countries

### Factors behind Samsung's impressive growth

- their effort to redefine itself as a vendor of cutting-edge consumer technology
- Strong production base in Korea - 50,000 in 6
- R&D employs 17,000 researchers (in 2002 alone, US\$2.4 billion invested - 7% of revenue)

**Re-positioning (4Ps)**

price, quality, technology

# MKW3440 MARKETING STRATEGY

## SAMSUNG

### Redefining A Brand



#### Place / Distribution

**Issue raised on distribution:**  
Establishing nationwide retail channel under the Samsung store banner.

```

    graph LR
      SECA --> Retailers --> Consumers
      SECA --> CONSUMERS
  
```

**This seemed a risky proposition:**

- As no other brands besides Sony operated such a store in Consumers showed to prefer buying their electronics from big box retailers
- Increased cost and potential decrease in revenue

**Reasons behind this decision:**

- SECA wanted to establish a nationwide retail channel under the Samsung store banner
- SECA wanted to establish a nationwide retail channel under the Samsung store banner
- SECA wanted to establish a nationwide retail channel under the Samsung store banner

**Now?**

SECA is Online Distribution Channels

#### SOLUTIONS

**Price Penetration**  
products will be eliminated or push towards other products

**Internet enable home appliances**  
Consumer to have potential growth

**Resources allocated to promote the product**  
Doubled the product to reach the consumers in a shorter period

**Price discounting** is not suitable for price sensitive home appliances product

**Conclusion**  
Samsung will be able to re-impose its brand image (reestablish its brand image) by implementing the above

#### Product

**Contents**

- Introduction of Samsung & MKW
- Current marketing mix
- Challenges
- Product
- Price
- Promotion
- Conclusion

#### Price

**Challenges**

- When strategy price setting
- When strategy price setting
- When strategy price setting

**Challenges**

- When strategy price setting
- When strategy price setting
- When strategy price setting

# Members

Liz Kim

Michelle

Ong Jeng Mey

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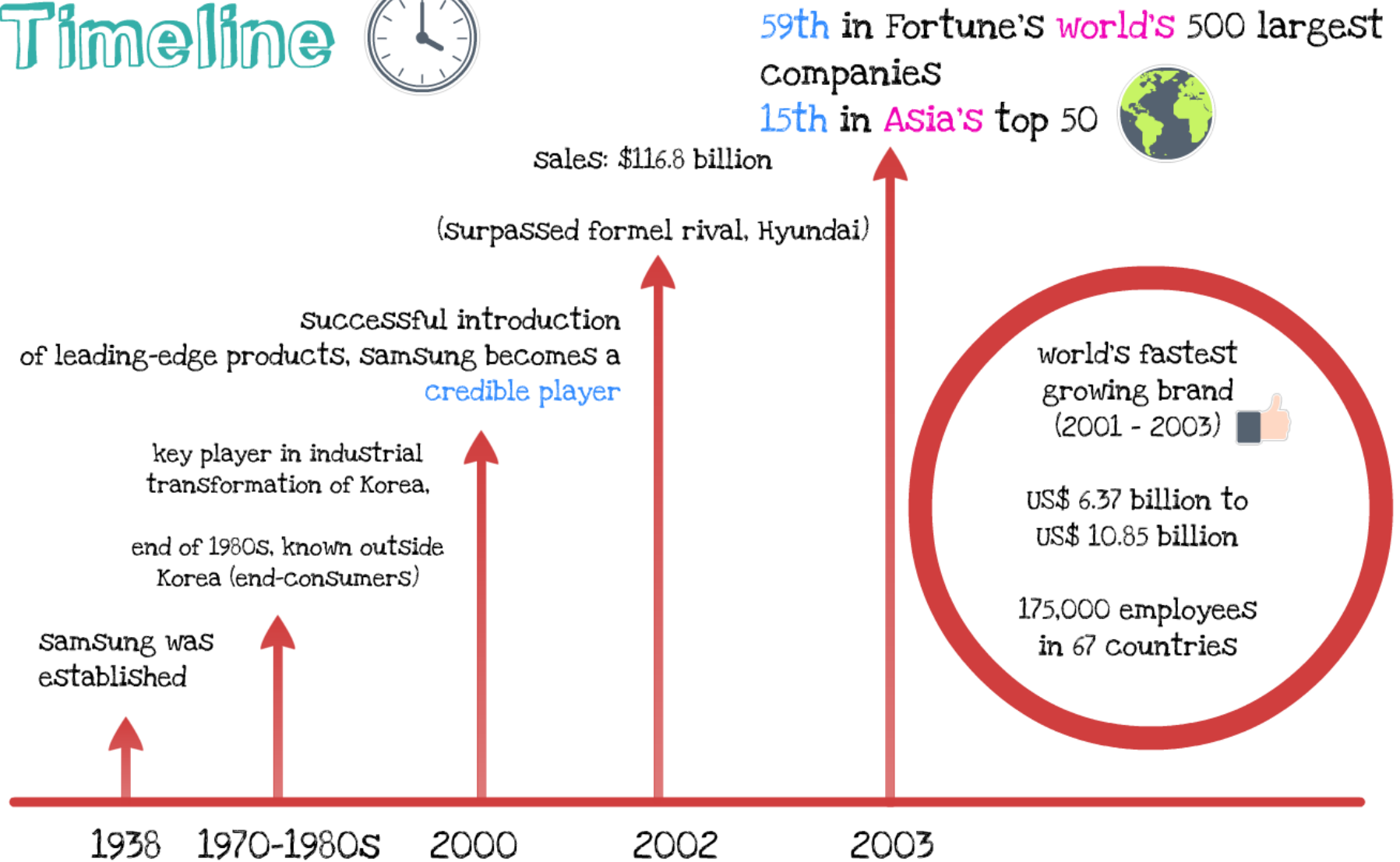
Thuraiya

# Contents

- Introduction of Samsung & SECA
  - Current positioning with competitors (positioning map)
- Challenges for SAMSUNG
  - Product
  - Price
  - Place
  - Promotion
- Conclusion (repositioning with 4Ps)

# Timeline

# Timeline



Position



## Factors behind Samsung's impressive growth



- their effort to redefine itself as a vendor of cutting-edge consumer technology
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