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Agenda

Business Overview

- Background
- About Samsung
- Competitions
- Corporate Culture and Vision

Case Study

- Problem
- Solution 1
- Pros and Cons
- Solution 2
- Pros and Cons
- Solution Selection
- Stakeholders (Customers, Authorized Sellers, Employes, and Company)
- Implementation (short term / long term plans)
- Ethic Check

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Background

- Was founded by Lee Byung-chul in 1938 as a trading company
- Entered the electronics industry in the late 1960s
- Was separated into four business groups – Samsung Group, Shinsegae Group, CJ Group and Hansol Group.
- In January 2016, Samsung announced it will be working with Microsoft to develop IoT devices based on Windows 10.

About Samsung

- 2050 Derry Road West, Mississauga, Ontario ,Canada
- Produces Consumer electronics, Telecoms equipment, Semiconductors, Home appliances
- 307,000 (2015) employees
- 200.360 trillion (wons)



Competitions

- Phone: Apple, HTC, LG, XIAOMI, HUAWEI, SONY, One Plus
- TV: SONY, Mitsubishi, Philips, Panasonic, Vizio , Element, RCA, SHARP, TOSHIBA, LG, INSIGNIA
- Home appliances: LG, Kitchen Aid, Panasonic, SHARP
- Camera: Canon, Nikon, SONY, Panasonic, Fuji
- Tablets: Apple, LG, Microsoft, Lenovo, ASUS
- Computer: Dell, Lenovo, Acer, hp, HEWLETT PACKARD, Apple



Corporate Culture and Vision

Corporate Culture

- Creative corporate culture grows from the quest for new technologies and application.

Vision

- Samsung's vision for 2020 is to "Inspire the World, Create the Future".
- To inspire the world with innovative technologies, products and designs that enrich people's lives and contribute to a socially responsible, sustainable future.

