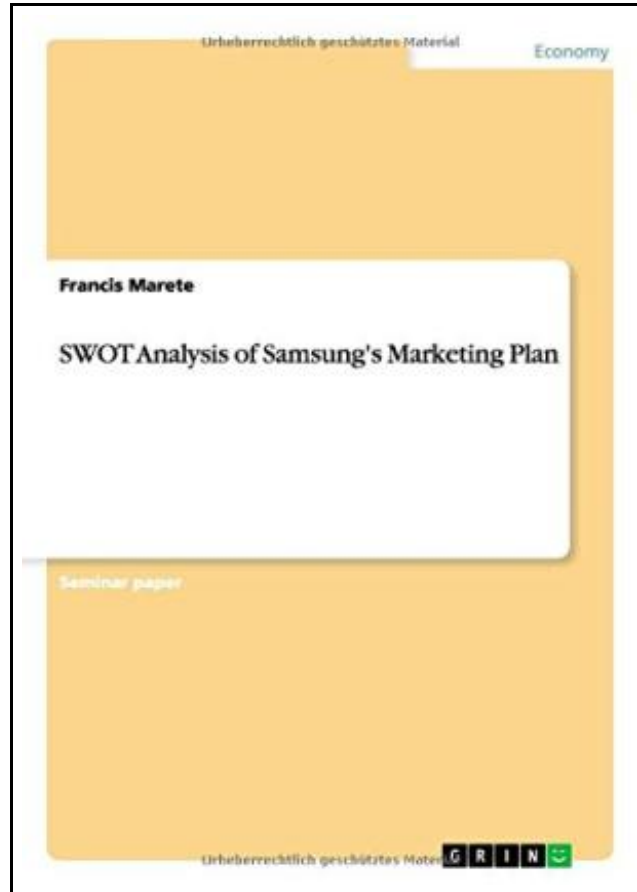


SWOT Analysis of Samsung's Marketing Plan



Filesize: 5.53 MB

Reviews

Without doubt, this is the very best job by any article writer. It typically does not cost too much. You are going to like just how the blogger write this pdf.

(Jazmyn Beier II)

SWOT ANALYSIS OF SAMSUNG'S MARKETING PLAN

DOWNLOAD



GRIN Verlag Gmbh Sep 2014, 2014. Taschenbuch. Book Condition: Neu. 211x150x3 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B, , language: English, abstract: Company Background: Samsung is a South Korean multinational company those starting its business as a small trading company and right now becoming world largest corporation. The company deals with its business in several sectors such as advance technology, finance, petrochemical, semiconductors, plant construction, skyscraper, medicine, fashion, hotels, chemical and others. The company was established in 1969 in Suwon, South Korea and known globally for its electronic products (Kelly, 2011). The company is manufacturing several latest technologies, electronic appliances such as mobile phones, tablets, laptops, TVs, refrigerators, air conditioners, washers and other products. The company runs its operations and sales its products in 61 countries with approx 160,000 employees in all over the world (SAMSUNG, 2014). Moreover, the company acquired the position of the world biggest IT maker in 2009 by beating the Hewlett-Packard (HP) previous leader. Its sales revenue in the segment of LCD and LED is the highest in the world. Furthermore, Samsung also becomes world leader in the segment of tablets, mobile phones and gadgets. History: Company started its business as a Samsung Electronics Industry Co Ltd in 1969 and introduced some electronic products such as Black-and-white TVs, washing machine and refrigerator from 1960 to 1975. The worldwide establishment and expansion of the business and operations of the company started in 90 as entered in the Asia, Europe and American region countries. At the present time, the company is manufacturing world class and high quality smart phones, video cameras, TVs, LCD or LED and keeping its eyes on...



[Read SWOT Analysis of Samsung's Marketing Plan Online](#)



[Download PDF SWOT Analysis of Samsung's Marketing Plan](#)

Relevant Kindle Books



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Download Book »](#)



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

[Download Book »](#)



Grandpa Spanielson's Chicken Pox Stories: Story #1: The Octopus (I Can Read Book 2)

HarperCollins, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword by Raph Koster. Introduction. I. EXECUTIVE CONSIDERATIONS. 1. The Market. Do We Enter the Market? Basic Considerations. How...

[Download Book »](#)



The Java Tutorial (3rd Edition)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebrauch - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book...

[Download Book »](#)



The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2007-01-01 Pages: 244 Publisher: Science Press Welcome Our service and quality...

[Download Book »](#)

**Symphonic Variations, Op. 78 / B. 70: Study Score**

Serenissima Music, United States, 2013. Paperback. Book Condition: New. 242 x 168 mm. Language: English . Brand New Book ***** Print on Demand *****.Dvorak received a commission for this work in 1877 for a benefit

[Read ePub »](#)

**Superhero Max- Read it Yourself with Ladybird: Level 2**

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Superhero Max- Read it Yourself with Ladybird: Level 2, Superhero Max - Max is an ordinary boy, but he is also Swooperman, a superhero! When the

[Read ePub »](#)

**The Mystery in Chocolate Town Hershey, Pennsylvania Carole Marsh Mysteries Teachers Guide**

Gallopade International. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 11.0in. x 8.2in. x 0.1in. When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an

[Read ePub »](#)

**Gypsy Breynton**

Echo Library. Paperback. Book Condition: New. Paperback. 88 pages. Dimensions: 9.0in. x 6.0in. x 0.2in. Hon. Gypsy Breynton, Esq., M. A., D. D., LL. D., c., c. Gypsy Breyiiton, R, R.

[Read ePub »](#)

**The 32 Stops: The Central Line**

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, The 32 Stops: The Central Line, Danny Dorling, Geographer Danny Dorling tells the stories of the people who live along The 32 Stops of the Central

[Read ePub »](#)