

Samsung digital everyones invited marketing essay



**ASSIGN
BUSTER**

" Samsung Digital: Everyone's invited". Samsung Electronics (SE) was founded in 1969 and headquartered in Yeongtong-gu, Suwon, South Korea. SE is creating a digital world of best communications. It is one of the most leading consumer electronics manufacturers in the world, with production of semiconductors, digital appliances and media, memory and integration. Samsung's high quality products and top edge innovative design and technology makes it world recognized. The products are best-in-class LCDs, mobiles, digital appliances, refrigerators, air conditioners, washing machines, microwave ovens etc. It is the global market leader amongst 60 electrical and electronic products. Samsung products are userfriendly, durable, power efficient.

Importance of the company:

Samsung plays a vital role in the electronics market revolution. Some of the major milestones of the company are, in fact in 2005 Samsung had overtaken the Japanese counterpart Sony in the sales of consumer electronic goods. As the same in 2007, Samsung had overtook American rival Motorola, which made Samsung the world's second leading manufacturer of mobile phones. The achievements of the Samsung made it stand along with European giant Siemens and Hewlett-Packard of United States. So these three were the top most electric and electronic appliances industries in the world.

In 2006, in the reviews of Business Week, Samsung was rated as 20th in the top 100 global brands, in which it stood 2nd in " electronics industry".

Samsung one of the key points of success is it creates open culture in the

employees where senior staff and junior staff are encouraged to give decisions and work accordingly with trust and credibility which leads to the progress of the company.

In 2008, Samsung was the first company to introduce crystal design iDTVs and first Blu-ray home theatre entertainment system in the world; it was firstly released in Hongkong.

In 2009 July, Samsung electronics vice-president and CEO Yoon-Woo Lee had announced a project called "Eco-management 2013" which leads the company to set goals to be an eco friendly by 2013.

At one instance, Samsung LA32R71BDX LCD TV 32" is just costing AUD3000 which is a considerable worthy investment with a good range of facilities like clear sound system, excellent picture quality, with HDMI input and built in high definition tuner, with highest user rating of 8. 2, it is really competitive with quality, technology and price of the product.

<http://www.cnet.com.au/samsung-la32r71bdx-lcd-tv-240091164.htm>

Apart from all these, Samsung's electronics gets 80% of its revenue from selling chips, DRAM's and LCD's. Samsung is seeing the consumer based products as " money cash flow generator".. Samsung is planning to absorb digital camera markets, with Samsung digital imaging (SDI).

http://www.koreatimes.co.kr/www/news/tech/2009/10/129_52921.html

Samsung has sold two million Notebook Pc's in 2008, which it expects a target market of 5million notebook Pc's in the next coming years. Samsung N120 was the most appealing Notebooks which emerged into Australian markets, attracted many customers, and the user rating was 9. 3.

<http://www.cnet.com.au/samsung-n120-339296673.htm>

Samsung mobile phones are available almost with all carriers including Telestra, Optus, 3, Vodafone in Australia and AT&T, Sprint, T-Mobile, Verizon etc in USA. It all gives a competitive features included in Samsung mobile phones like how high the quality of your camera is either how many megapixels, picture quality, resolution ratio etc. Also how compatible is the mobile with internet and web browser capabilities, All the carriers has chosen mostly Samsung mobile handsets because of high quality, technology and lower the cost. T-Mobile carrier uses almost all the top models of the Brand of Samsung mobile phones.

<http://www.bestbrandtobuy.com/samsung-mobile-phone/>

Samsung steam washer platinum stainless, which washes more clothes at high efficiency. Samsung's exclusive Vibration Reduction Technology (VRT) dramatically reduces vibration and noise commonly associated with front-load washers, and the customer rating was 4.2/5, which proves the customer satisfaction with the products.

<http://reviews.bestbuy.com/3545/8769399/reviews.htm>

Samsung at one step forward has proved how innovative its products are how the customers really feel happy using Samsung's products in their daily life. It shows the reflection of Samsung towards the consumer, which makes the customer enhance their lives sophisticated by Samsung products.

<http://www.blogger.com/samsung-home-appliance-review-sweepstakes>

In spite of Samsung's unique technology, value and styling, Camco largest manufacturer, marketer, service provider of home appliances in Canada agreed to distribute and market Samsung products to retailers in Canada

<https://assignbuster.com/samsung-digital-all-everyones-invited-marketing-essay/>

and also offers to help in advertising the products of Samsung in Canada

<http://www.appliancemagazine.com/news.php?article=4984&zone=0&first=1>

Vision and mission:

The vision of Samsung is to withhold number one position in digital electronics industry in the world, which can be achieved by delivering the customers high definition quality and technology which enhances the company's reputation and sales. Samsung motive is to create new markets and find the solutions for the challenges for tomorrow with the competitors in the same domain.