

Lg background

[Media](#), [Television](#)



When we chose the LGGoogleTV we had in mind that this product is a successful product which satisfied peoples' needs , and would be a great choice for making a marketing plan. In this marketing plan, we will discuss the following: * Company Background. * The challenge that LG Company went through to have this product. * Companies SOWT analysis (Strengths , opportunities , weaknesses and threats) * Company Background: “ life's good” or LG company was originally established in 1958 from two Korean companies (lucky and GoldStar).

They produce radios, washing machines , TV , laptops and air conditioners . in 1994 , GoldStar gained sponsorship from The 3DO Company to make the first 3DO Interactive Multiplayer. In 1995 , GoldStar was renamed LG electronics of the US. In 2007, LG solar Energy allow LG to supply polyisicon to LG Electronics for more production . in 2008, LG received its solar-panel manufacturing pool. Nowadays LG become an international leader andtechnologyin consumer electronics, TV and smart phones. And its one of the five business units- Home Entertainment , AC and etc. LG Mission:

LG mission statements are to become a global digital leader who can make its customers happy and satisfied through the new products. Its explains its goal to be innovate electronics company in the world. Therefore they provide customers with utmost satisfaction throughleadership. The fundamental policy of development is to secure product leadership that the customers may have the utmost satisfaction. LG Vision: LG electronics set its own vision into mid and long vision anew to rank among top three electronics , information, and telecommunication firm in the world people.

LG's vision to deliver innovative digital products and services that make its customers' live better because its slogan is " life's better". LG electronics' environmental product policy is to committee provide a better experience for its customers, by contributing to environmental protection efforts, and offering green values. Value Chain: In value chain management is a physical materials needed to produce the flat-screen displays move along the value chain so as to lower costs and increase overall efficiency. In value chain analysis is to study the main things in human resources function.

In addition, the newest Google TV has been the outsourcing of Human resources especially . in primary value chain activities include which is include primary activity description inbound logistics. The Challenge: LG and Google. The best of all worlds! Merge the power of Google, the boundless content of the Internet and one of the most innovative TVs ever made, and in a very short announcement , LG told the world that its OLED TV and Ultra Definition TV panels, in 55in and 84in sizes respectively, would be available before the year is through.

A much-anticipated Google TV will also debut, using an updated Magic Motion remote control with integrated QWERTY keyboard. Australian availability for any of these models is uncertain, as is pricing. What is known about the LG's OLED TV is that they are using four pixels rather than the traditional three. with LG claiming reduced power consumption and brighter images due to this setup. Wide viewing angles are claimed to be especially broad due to an LG proprietary algorithm that the company is calling its ' Color Refiner'.

LG says its OLED TV will have an 'infinite' contrast ratio, that is supposed to allow the TV to display perfectly black blacks and bright whites that is similar to real life colors . TV companies have previously made this claim for less-advanced LED TVs and it has turned out to be not true at any level. LG does tout the motion response rate of its 55in OLED TV, saying it is around 1, 000 times faster than an LED or LCD screen, with clean and blur-free video the result.

LG's OLED TV uses the company's Cinema 3D technology, which uses polarized light to allow for smooth 3D playback and lighter, cheaper 3D glasses. And that it's apparently more thin and appealing to the eyes of the customers.

References

1. Study mode, 2013, LG background. [online] available at: < <http://www.studymode.com/essays/lg-background-298003.html> > Accessed at March 18, 2013.
2. Knowledge inn, 2013, LG mission. [online] available at: < <http://kninn.logspot.com/2011/07/lg-mission.html> >
3. LG website, 2013, LG vision. [online] available at: < <http://www.lg.com/global/sustainability/environment/environmental-vision> >
4. Study mode, 2013, Value chain. [online] available at: < <http://www.studymode.com/subjects/lg-value-chain-page2.html> >
5. PC world, 2013, LG shows off OLED, Google TV, Ultra Definition TVs at CES. [online] available at: < [http://www.goodgearguide.com.au/article/411882/lg-shows-off-oled-google-tv-ultra-definition-tvs-ces_/](http://www.goodgearguide.com.au/article/411882/lg-shows-off-oled-google-tv-ultra-definition-tvs-ces/) > Accessed at 20 March 2013