

Samsung the south
korean company sold
more



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Samsung : Samsung Group is a South Korean multinational conglomerate headquartered in Samsung Town, Seoul.

It comprises numerous affiliated businesses, most of them united under the Samsung brand, and is the largest South Korean chaebol (business conglomerate). Samsung was founded by Lee Byung-chul in 1938 as a trading company. Over the next three decades, the group diversified into areas including food processing, textiles, insurance, securities and retail. Samsung entered the electronics industry in the late 1960s and the construction and shipbuilding industries in the mid-1970s; these areas would drive its subsequent growth.

Following Lee's death in 1987, Samsung was separated into four business groups - Samsung Group, Shinsegae Group, CJ Group and Hansol Group. Since 1990, Samsung has increasingly globalised its activities and electronics; in particular, its mobile phones and semiconductors have become its most important source of income. As of 2017, Samsung has the 6th highest global brand value. Notable Samsung industrial affiliates include Samsung Electronics (the world's 2nd largest information technology company measured by 2015 revenues, and 5th in market value), Samsung Heavy Industries (the world's 2nd largest shipbuilder measured by 2010 revenues), and Samsung Engineering and Samsung C (respectively the world's 13th and 36th largest construction companies). Other notable subsidiaries include Samsung Life Insurance (the world's 14th largest life insurance company), Samsung Everland (operator of Everland Resort, the oldest theme park in South Korea) and Cheil Worldwide (the world's 15th largest advertising agency measured by 2012 revenues) Market

Share: Samsung is the leading smartphone vendor worldwide. In 2016, Samsung's market share of the global smartphone market was at around 20 percent with Apple as its closest competitor in the market. In 2016 alone, the South Korean company sold more than 300 million smartphones worldwide. Next to Apple Huawei, OPPO and vivo are currently Samsung's main competitors in the smartphone market.

Operations: Samsung comprises around 80 companies. It is highly diversified, with activities in areas including construction, consumer electronics, financial services, shipbuilding and medical services. In FY 2009, Samsung reported consolidated revenues of 220 trillion KRW (\$172.5 billion). In FY 2010, Samsung reported consolidated revenues of 280 trillion KRW (\$258 billion), and profit of 30 trillion KRW (\$27.6 billion) (based upon a KRW-USD exchange rate of 1,084.

5 KRW per USD, the spot rate as of 19 August 2011). However, it should be noted that these amounts do not include the revenues from all of Samsung's subsidiaries based outside South

Korea. Competitors: APPLE. Apple is a multinational corporation that designs, manufactures and markets consumer electronics, personal computers and software. Sony Corporation.

Sony is a multinational conglomerate corporation that designs and develops electronic equipment, instruments and

devices. BlackBerry. BlackBerry Limited is a company specializing in enterprise software and the Internet

of things. Whirlpool. The Whirlpool Corporation is an

American multinational manufacturer and marketer of home appliances Vision 2020.

The Vision 2020 is at the core of our commitment to create a better world full of richer digital experiences, through innovative technology and products.

The goal of the vision is to become a beloved brand, an innovative company, and an admired company. For this, we dedicate our efforts to creativity and innovation, shared value with our partners, and our great people. We have delivered world best products and services through passion for innovation and optimal operation. We look forward to exploring new business areas such as healthcare and automotive electronics, and continue our journey through history of innovation. Samsung Electronics will welcome new challenges and opportunities with joy. Mission.

“ At Samsung, we follow a simple business philosophy: to devote our talent and technology to creating superior products and services that contribute to a better global society.

” LO1) Explain the different types, size and scope of organizations.

Task 1 What is an organization, explain the difference between profit and not for profit organizations. Organizations are set up in specific ways to accomplish different goals, and the structure of an organization can help or hinder its progress toward accomplishing these goals. Organizations large and small can achieve higher sales and other profit by properly matching their needs with the structure they use to operate. There are three main types of organizational structure: functional, divisional and matrix structure.

Functional Structure Functional structure is set up so that each portion of the organization is grouped according to its purpose. In this type of organization,

for example, there may be a marketing department, a sales department and a production department.

The functional structure works very well for small businesses in which each department can rely on the talent and knowledge of its workers and support itself. However, one of the drawbacks to a functional structure is that the coordination and communication between departments can be restricted by the organizational boundaries of having the various departments working separately. Divisional Structure Divisional structure is typically used in larger companies that operate in a wide geographic area or that have separate smaller organizations within the umbrella group to cover different types of products or market areas. For example, the now-defunct Tecumseh Products Company was organized divisionally—with a small engine division, a compressor division, a parts division and divisions for each geographic area to handle specific needs. The benefit of this structure is that needs can be met more rapidly and more specifically; however, communication is inhibited because employees in different divisions are not working together.

Divisional structure is costly because of its size and scope. Small businesses can use a divisional structure on a smaller scale, having different offices in different parts of the city, for example, or assigning different sales teams to handle different geographic areas. Matrix The third main type of organizational structure, called the matrix structure, is a hybrid of divisional and functional structure. Typically used in large multinational companies, the matrix structure allows for the benefits of functional and divisional structures to exist in one organization. This can create power struggles because most areas of the company will have a dual management—a functional manager and a

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product or divisional manager working at the same level and covering some of the same managerial territory. Types of organizations There are generally five types of organizations like private organization, public, government organizations, co-operatives, charities and NGOs. It has been noticed that limited companies are generally corporate association; they have legal identity in its own right. Therefore, the properties and other assets are owned by company but not their members.

On another hand the assets of the members are not for organization use. Therefore, the liability of the individual is limited. As stated Macrosoft Pakistan (SMC-Private) Limited is a software design and development company established in October 2006 in Lahore, Pakistan. It is as an offshore development center of Macrosoft, Inc USA. The key to Macrosoft's success, with respect to its quality assured products, customized solutions, and client satisfaction, are its well defined software development processes and procedures. As argued by Zairi (2012), the private limited companies must have minimum one share holder but organization can offer large share to the public. However, the organization can offer large share to those people who want to sign business contract with this organization. It has been noticed that public limited companies have started as a public limited companies.

In 1938, Lee Byung-chull (1910-1987) of a large landowning family in the Uiryeong county moved to nearby Daegu city and founded Samsung Sanghoe Samsung started out as a small trading company with forty employees located in Su-dong (now Ingyo-dong) . As of 2017, Samsung has the 6th highest global brand value. As of April 2011, the Samsung Group comprised 59 unlisted companies and 19 listed companies, all of which had their

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primary listing on the Korea Exchange. It has been observed that Samsung offers their share for sale to the general public. There are three different types of public limited companies such as small, medium and large. As stated by Holcombe and Pate (2012), Small businesses have faced difficulties to sustain in the competition with large businesses. It has been found that small businesses work in a very small market.

On another hand there is small scope for the organization to change their management strategy randomly. Generally, entry of competitors could damage their business significantly. However, the organization has less resource to protect themselves from new entries of the market. Therefore, large businesses can protect themselves from new competitors better through creating a high cost to enter the market. According to Willard (2012), medium sized businesses have got better position than small size organization. They have served a larger market and can change their strategy once or twice a year.

Even they can expand their business in new market with existing products. They have more resources to protect themselves from new entries to the market. However, the medium size organizations have faced risk due to the competition with very large organisation. The large organization has more resources the risks may be too high to sustain protection. It has been noticed that organizations are classified based on the production such as primary, secondary and tertiary.

Primary organization generally produced the raw materials from natural raw materials and sends it to the secondary organization. The

secondary organizations convert the raw materials into products and transfer the products to the tertiary organization. Tertiary organizations are generally retailers who sales the product or providing the service to the customers. The scope of the organizations is depending on their product types.

The scope for coca cola organization is to produce and supply soft drinks such as carbonated drinks, concentrates, fruit juice, ready to drink coffee, tea, sports energy drinks and bottled water. It has been observed that OXFAM is a charity organization has a broad target that supports more resources to protect themselves from new entries to the market; however against a very large organisation with more resources the risks may be too high to sustain protection. It has been observed that the organization has selected vision, mission, goals and objective to improve their business performance. Vision refers to that position where the organization wants to go. Mission refers to the purpose and role of the company. As stated by Chen et al.

(2012, p. 1665), the reason for selecting mission is to provide the scope of the organisation so that the organization can fulfil its objectives. Objective refers to the specific and shorter target of the organization. The business operation of the organization is depending up on the shareholders and stake holders.

Stakeholders are considered as individuals or group of people who are interested in the business. However, these people are generally affected by the business activities. It has been found that there are different features in business environment of global firm like Toyota such as dynamic, differs and uncontrollable.

Therefore, the business environment of Toyota is changing gradually based on the trend of customers and society but it is unpredictable also. The business is expanded internationally by the supportive industries. The business is uncontrollable because the entire business operation is based on macro environment, forces and factors. Micro-enterprise (or microenterprise) is generally defined as a small business employing nine people or fewer, and having a balance sheet or turnover less than a certain amount (e. g.

2, 000, 000 euros or PhP 3, 000, 000). The terms microenterprise and microbusiness have the same meaning, though traditionally when referring to a small business financed by microcredit the term microenterprise is often used. Similarly, when referring to a small, usually legal business that is not financed by microcredit, the term microbusiness (or micro-business) is often used. Internationally, most microenterprises are family businesses employing one or two persons. Paper to Pearls is a micro-enterprise initiative of Voices for Global Change, a 501(c) non-profit based in Alexandria, Virginia. Paper to Pearls works with women in the Internally Displaced Persons (IDP) camps in northern Uganda. The women create jewelry by hand-rolling beads from recycled paper, and Paper to Pearls markets and sells the jewelry principally in the United States, but also, via retailers and its website, in countries throughout the world. Because of Voices' non-profit status, between 75%-85% of the sale proceeds directly benefit the women, both as income as well as ongoing training programs. Small-enterprise Sometimes called a small business, a small-scale

enterprise is a business that employs a small number of workers and does not have a high volume of sales.

Such enterprises are generally privately owned and operated sole proprietorships, corporations or partnerships. The legal definition of a small-scale enterprise varies by industry and country. Ammar Precast is a small business in Pakistan with employees of 16-25 persons. They manufacture of all Precast Concrete Product. With their setup and manufacturing units, they ensure quality controlled readily available and in-time supply of Customers. Their design section provides solutions for any technical requirements. Medium-enterprises The European definition of SME follows: " The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding 50 million euro, and/or an annual balance sheet total not exceeding 43 million euro.

". Zeeto is the example of medium size enterprises with employment of 51-200 employees difference between sole trader partnership and limited company A limited company is its own legal identity, so as a shareholder your liability is limited (hence the name 'limited by shares'). As a sole trader, there is little distinction between you and the business.

Any business debts become your debts and your personal assets- including your house - are not protected. Task 2 Explain the key difference between large, medium sized and small organizations. in the light of following factors:

1. Objective and goals
2. Market share
3. Profit
4. Growth

Small - Less than

50 employees, regardless of revenue, or, if the number of employees is unknown, then revenue of less than £5.

6m/\$5. 6m will be taken as an indicator that it is a small business. Medium - Between 50 and 249 employees, regardless of revenue, or, if the number of employees is unknown, then revenue of greater than or equal to £5. 6m/\$5. 6m and less than £22. 8m/\$22.

8m will be taken as an indicator that it is a medium business. Large - Greater than or equal to 250 employees, regardless of revenue, or, if the number of employees is unknown, then revenue of greater than or equal to £22. 8m/\$22. 8m will be taken as an indicator that it is a large business.

Objective and goals Successful businesses are based on both goals and objectives, as they clarify the purpose of the business and help identify necessary actions. Goals are general statements of desired achievement, while objectives are the specific steps or actions you take to reach your goal. Both goals and objectives should be specific and measurable. Goals can involve areas such as profitability, growth and customer service, with a range of objectives that can be used to meet those goals. Organizational objectives are short-term and medium-term goals that an organization seeks to accomplish.

...Achievement of objectives helps an organization reach its overall strategic goals.

Company objectives are measurable. They effectively describe the actions required to accomplish a task. Objectives define the techniques an

organization will use to achieve sales success, customer service goals, financial goals and any other measurable aspirations of the company. One of the Samsung's leading objectives is the attainment of leadership position in the electronics industry.

Currently, the firm holds the second position, facing major competition from Apple Inc. Market share Although small businesses have closer relationships with their existing customers, finding new customers and reaching new markets is a major challenge for small business owners. Small businesses typically find themselves strapped for time to do marketing, while large organizations hold 15% to 20% of the market. Samsung is the leading smartphone vendor worldwide. In 2016, Samsung's market share of the global smartphone market was at around 20 percent with Apple as its closest competitor in the market. In 2016 alone, the South Korean company sold more than 300 million smartphones worldwide. Profit The Small Business Administration, or SBA, sets limitations on the amount of gross revenue an organization may collect before the agency considers it a big business.

Though the SBA has established revenue limits, these numbers vary by industry and can cover a large range within industries. According to the SBA, service businesses that earn an average of between \$2.5 and \$21.5 million per year over three years, depending on the particular type of service offered, may be considered big businesses. Three-year average revenues of between \$5 and \$21 million for retail businesses, between \$13.5 and \$17 million for construction firms and \$0.

5 and \$9 million for agricultural agencies also cross the line between small and big businesses. Growth. A small business is an independent business which is managed by its owner or part-owners in a personalised way and which has a relatively small market share. A large business is an independent business which is managed by its owner, part-owners, or share holders in a personalised way and which has a large market share and provides jobs for 250 or more employees.