

Samsung electronics strategic analysis



**ASSIGN
BUSTER**

The strategy of Samsung Samsung's strategy has many admirable things to learn. One of the points to make the success of Samsung is its managers interested in long-term growth rather than short-term profit. Strategic thinking of the Samsung Group is focused on developing target market and making a huge bet on them. That's the reason we don't mention the short-term strategy of Samsung because it isn't the main point of Samsung; strategy and we can learn just a little thing from it. Come back to the long-term strategy of Samsung, we can divide it to 2 periods.

Before the lawsuit with Apple Unlike other Android phone makers, Samsung chose a very different way which is competing head-to-head with Apple in the high-end smartphone segment, by creating products that have a similar design to the iPhone but do not forget to "put effort" for the low-range smartphone in order to control market share and create great motivation for the Galaxy's brand name. While its competitors like Apple concentrated on creating new innovative products, Samsung waited their competitors test the market and then they determine the most suitable time to break into.

It created the similar smartphones with those of other companies but better, faster and cheaper. When taking part in, Samsung will dominate the market with a series of models with various improvements that competitors can not keep up. This strategy has an interesting name in Vietnam: "đi t? t, don d? u". With this strategy, Samsung has many advantages when it has known the strengths or the weakness points to make the success and failure of its competitors.

So it can decrease the risk when taking part in the market. After the lawsuit with Apple After having created a buzz in the market, Samsung started to

follow their own direction that the Galaxy S III is the most typical example. No one can complain about the copyrights when they compared the Galaxy S III to the iPhone 4S or iPhone 5. With products like the Galaxy S III or Galaxy Note, no one dared to say that Samsung copies competitors, they just rely on its opponents to make innovative products.