

Essay on samsung company

[Business](#), [Company](#)



Samsung Company

In any business organization, planning is an essential aspect for the business to thrive and achieve its aim. The plans made are usually a forecast of the future of the business entity thus in most cases are referred to as strategic plans. These plans help keep in track the way to achieving the main aim of the business activity.

Like any other company, Samsung Company, which is an electronics company based in Korea, has its own future plans which are executed one after the other for it to keep in pace with the fast changing technology. This has made the company have strategic plans in production, sales and marketing and technology departments.

Turning to sales and marketing, this company is aspiring to have the largest market share in the world of electronics. As a result, this company has set up many regional offices from where the clients can access better services from the company. The offices have brought the company's presence closer to the people making it more popular and friendly to the people compared to its competitor apple which is mostly based in United States only. This idea is drawn from Clausewitz's war idea that one should concentrate his/her energy in pursuit of success and attack the enemy when least expected. This is what Samsung is doing in popularizing its presence and diversifying on products.

Lastly on technology, the company has a strategy of embarking on affordable phones with very powerful features which the competitors produce at exorbitantly high costs. As an example, the company has produces several cell phones with stronger features compared to iPhone

from Apple Company. Since some of the technological features are far much beyond its capability, this company has a plan of partnering with other companies like Google for it to achieve its goals. As an example, one of the latest smart phone releases from Samsung is Samsung galaxy series. These smart phones have more powerful features than apple phones even the famous blackberry. The company produces the device but the pieces of software installed in these devices are mostly products of Google Company starting from the operating system (android) to some other features like Google maps. This idea can be closely related to Clausewitz's art of war idea of winning a war by planning, organizing, attacking defensively and then partnering with others for reinforcement.

In conclusion, Samsung is planning to take over a number of smaller companies which are competitors. As an example, this company took over the Role camera company which is in Germany and is currently examining about 250 Chinese companies all with an aim of either partnering or take over. This makes the company to have one of the largest capital shares and sales returns in the world. Also, the company is aspiring to prefabricate its storage chips and make them better. This will make electronics devices based on these chips more updated technologically.