

Introduce processing,
textiles, insurance,
securities and retail.
samsung

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Introduce about Samsung Group Samsung is a South Korean multinational conglomerate headquartered in Seoul, Korea. It comprises numerous affiliates, most of them are under the Samsung brand, the largest South Korean business conglomerate. Founded 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. 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.

More than a half of Samsung common stock are from foreign investors, which is the motivation for and also the financial profit of globalization. Introduce about Samsung Electronics Products and market share worldwide. One of the notable Samsung industrial affiliates is Samsung Electronics. Samsung Electronics Co., Ltd., a multinational electronic company, is the flagship company of the Samsung Group, accounting for 70% of the group's revenue in 2012.

Samsung Electronics has assembly plants and sales networks in 80 countries and employs around 308, 745 people. It is the world's second-largest information technology company by revenue. Samsung Electronics started making transistor radios in 1969, and has since evolved into the world's leading manufacturer of televisions and much else. It has come second only

to IBM in the number of patents earned in America for five years running. Yet Samsung wants to diversify away from consumer electronics, a market that suffers from falling prices, thin margins, fast product cycles and fickle customers. Chinese rivals may do to Samsung what Samsung did to Western and Japanese firms in the past. To survive, the company must not only go into the new businesses it has identified, but also to open up about new market, new sales channel, new customers and partners, for which solution is a globalization strategy. In the new logo, the words Samsung Electronics were written in white color on blue color background to represent stability, reliability and warmth.

The logo was shaped elliptical representing a moving world – symbolizing advancement and change Samsungs three key message to the world: New Technology; Innovative Products; Creative Solutions. Samsung cell phones found its way into American hands for the first time in 1996, when they partnered with Sprint on a line of sleek and compact phones. Lightest mobile of the era. Available on CDMA Networks. Samsung later partnered with: T-Mobile, Sprint Verizon Wireless. In 2009, Samsung entered into mobile market with launch of its own open mobile operating system called “ Bada”.

Later Samsung also launched Galaxy Mobiles, which use Android operating system. The entrance of Samsung into global market lead to a threat to Apple. Globalization lead to the exchange of technology within Samsung’s network spread over the world. Samsung Electronics won 32 innovation and design engineering awards at the Consumer Electronics Show in 2008, which bring about many contract with other giants in Technology industry.

Maintaining the source of potential foreign clients such as Sony, Apple, Dell, ... Samsung is now possess the potential of sustainable developing after globalization.

Samsung has long been a major manufacturer of electronic components such as lithium-ion batteries, semiconductors, chips, flash memory and hard drive devices for clients such as Apple, Sony, HTC and Nokia. It is the world's largest manufacturer of mobile phones and smartphones fueled by the popularity of its Samsung Galaxy line of devices. The company is also a major vendor of tablet computers, particularly its Android-powered Samsung Galaxy Tab collection, and is generally regarded as pioneering the phablet market through the Samsung Galaxy Note family of devices. Samsung has been the world's largest television manufacturer since 2006, and the world's largest manufacturer of mobile phones since 2011. It is also the world's largest memory chips manufacturer.

In July 2017, Samsung Electronics overtook Intel as the largest semiconductor chip maker in the world. The company focuses on four areas: digital media, semiconductor, telecommunication network and LCD digital appliances- The digital-media business area covers computer devices such as laptop computers and laser printers; digital displays such as televisions and computer monitors; and consumer entertainment devices such as DVD players, MP3 players and digital camcorders; and home appliances such as refrigerators, air conditioners, air purifiers, washers, microwave ovens, and vacuum cleaners.- The semiconductor-business area includes semiconductor chips such as SDRAM, SRAM, NAND flash memory; smart cards; mobile

application processors; mobile TV receivers; RF transceivers; CMOS Image sensors, Smart Card IC, MP3 IC, DVD/Blu-ray Disc/HD DVD Player SOC and multi-chip package (MCP).- The telecommunication-network-business area includes multi-service DSLAMs and fax machines; cellular devices such as mobile phones, PDA phones, and hybrid devices called mobile intelligent terminals (MITs); and satellite receivers.- The LCD business area focuses on producing TFT-LCD and organic light-emitting diode (OLED) panels for laptops, desktop monitors, and televisions. Financial situationAs of October 2017, Samsung Electronics' market cap stood at US \$372.

0 billion. The preliminary result for Samsung's operating profit was 53.6 trillion won (50.3 billion U. S.

dollars) in 2017, topping the previous record yearly high of 36.79 trillion won (34.5 billion U. S.

dollars) tallied in 2013. Revenue hit a new yearly high of 239.6 trillion won (224.8 billion U. S. dollars) in 2017, surpassing the previous high of 228.

69 trillion won (214.5 billion U. S. dollars) in 2013. The preliminary figures for revenue and operating profit were up 18.7 percent and 83.3 percent each from the prior year. Net income and detailed earnings of each business will be announced later in the month after auditing.

The ratio of Samsung's operating profit to revenue in 2017 reached a fresh high of 22.4 percent. During the October-December quarter, Samsung's

operating profit hit a new quarterly high of 15.1 trillion won (14.2 billion U.S. dollars).

It was up 63.8 percent compared with a year earlier, but the figure missed market expectations of about 15.9 trillion won. Preliminary revenue for the December quarter advanced 23.8 percent over the year to 66 trillion won (61.

9 billion U.S. dollars). CE: Consumer Electronics. DS: Device Solutions. IM: IT & Mobile communications Recently, the device solution segment account for more than 60% of total profit, which demonstrate perfect performance of Samsung Electronics in the semiconductor area. This trend could help Samsung to utilize its advantage as the world biggest semiconductor manufacturers and draw more market share.

This huge amount of revenue and market share are the result of globalization strategy since 1990, which introduce Samsung's products to the world, especially the leader product like electronic devices. Both sales and profit experience the increase over the past decade, not only strengthen Samsung's position in Korea economy, but also the brand value and market share in world market. Compared with the situation before globalization strategy in 1990, it seems to be a dramatically soar. Samsung Electronics launched its first mobile phone in 1988, in the South Korean market. Sales were initially poor and by the early 1990s, Motorola held a market share of over 60 percent in the country's mobile phone market compared to just 10 percent for Samsung. Samsung's mobile phone division also struggled with

poor quality and inferior products until the mid-1990s and exit from the sector was a frequent topic of discussion within the company. Now it can be seen that globalization has lead Samsung to the position of a technology giant just after 2 to 3 decades.