

Marketing and samsung assignment

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Samsung Operating System Research and develop Samsung operating system, reduce dependence on Android systems. Benefits and Anticipated Results The operating system is the core technology of smartness. A company having their own operating system can better service themselves. Samsung will enjoy the profits from hardware to software. In the case that Android stops cooperating with other cell phone companies, Samsung will be able to reap all the profit from its own operating system.

Developing Samsung own operating system is also a security strategy. In the initial phase, Samsung may lose a portion of market shares because of the brand loyalty of Android or Samsung immature system. For long term, after Samsung operating system gains maturity, the technological problems will not be a puzzle anymore, I believe the market share even may increase more than before. Recommendation 2: Product Line Cutting Prioritize Samsung electronics product line based on market share and profits profit and the smallest market share in a specific region.

Cutting the product line which contributes the least profit will cause Samsung to lose that part of market share and revenue in the short term. Samsung can save capital to target on the other successful product lines. Significantly, Samsung can utilize that capital to develop the Samsung operating system. For finance, during the in short-term, closing a product line may occur negative effect for stock price. Or in the long-term, after Samsung operating system matures, the trend of the stock price should increase.

Action Steps The following are the initial implementation steps to resolve this issue and support those important strategic recommendations:

Action Steps	Outcome	Who	When
Introduce Samsung operating system and product cutting idea to executive Strategic Planning	On or before	Agreement and support	management team through a comprehensive strategic business plan.
February 1st	from executive	Team	management
12.	With management's approval, incorporate input and refine the strategic plan	Strategic Planning	On or before
Complete Strategic Plan	Twit	comprehensive financial.	