

# ANALYTICAL STUDY – 1



## SAMSUNG

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Tagline : Inspire the World, Create the future

Products : Electronic devices(Mobile phones, Televisions, Refrigerators etc.)

## Segmentation, Targeting and Positioning (STP) strategy of SAMSUNG

Samsung manufactures three types of products i.e.,

- IT & mobile communication (mobile phones)
- Consumer electronics (Televisions, Refrigerators, Acs, Washing machines)
- Device Solutions (mobile processors, image sensors, security chips, power management ICs)

### Segmentation

Samsung segments the market on the basis Geographic, Demographic, Behaviour and Psychographic.

- Geographic:

Region, Density

- Demographic:

Age, Gender, Life cycle stage, Occupation

- Behaviour:

Degree of loyalty, Benefits, Personality, User status

- Psychographic:

Social class, Lifestyle

## Targeting:

Type of segmentation	Segmentation criteria	Samsung target customer segment		
		Samsung IT & Mobile Communications	Samsung Consumer Electronics	Samsung Device Solutions
Demographic	Age	18-65	25-65	25-60
	Gender	males and females	males and females	males and females
	Life-cycle stage	Bachelor and Newly Married Couples Full Nest I, II, III Empty Nest I, II Solitary Survivor I, II	Bachelor and Newly Married Couples Full Nest I, II, III Empty Nest I, II	Bachelor and Newly Married Couples Full Nest I, II, III
	Occupation	Students, employees, professionals	employees, professionals	Students, employees, professionals
Behavioural	Degree of loyalty	Hard and Softcore loyal with some Switchers'	Hard and Softcore loyal with some Switchers'	Hard and Softcore loyal with some Switchers'
	Benefits sought	User, friendly, quality functions and overall high quality	User, friendly, quality functions and overall high quality	User, friendly, quality functions and overall high quality
	Personality	Determine and ambitious	Easy going and Cost-conscious	Ambitious and Trendy
	User status	New users, potential users, new users	New users, potential users, new users	New users, potential users, new users
Psycho-graphic	Social class	Middle class & upper class	Middle class & upper class	Middle class & upper class
	Lifestyle	Mainstreamer, Successful, adventurous, and Reformer	Mainstreamer, Successful, adventurous, and Reformer	Mainstreamer, Successful, adventurous, and Reformer
Demographic	Region	80 countries worldwide	80 countries worldwide	80 countries worldwide
	Density	Urban/rural	Urban/rural	Urban/rural

## Positioning

Samsung follows following positioning strategies

- Multi segment positioning
- Imitative positioning
- Anticipatory positioning