**Samsung Electronics**

**Overview**

Founded in 1938 by Lee Byung-chul. Samsung started as a small trading company selling noodles and dried fish. Over time the company grew and moved into other industries such as insurance, securities and retail. In the late 1960s Samsung branched into the electronics industry, creating several divisions such as Samsung Electronics. In the 1980s they started to invest heavily into research and development, this helped propel them to the forefront of the electronics industry. Samsung continually grew and branched into other sectors. Now they are one of the biggest companies in the world and their revenue equals 17% of the entire South Korean economy and a fifth of all exports. This report will focus on the subsidiary Samsung Electronics.

**Structure**

It has an extremely complicated ownership structure. It is the Samsung Chaebol’s largest and most successful subsidiary. A Chaebol is a large industrial conglomerate that is run and controlled by an owner or family in South Korea. Samsung switched from a single CEO-system to a two-person management team with a CEO and a COO in 2010.

**Products**

* LCD and LED Panels
* Smartphones
* Memory modules
* Televisions
* Digital Cameras
* HDDs and SSDs
* Home Appliances

**Locations**

Samsung Electronics is a multinational company headquartered in Suwon, South Korea. They have assembly plants in 80 countries around the world and employ over 300,000 people. They have started opening Samsung Experience stores to showcase their products, this has only been rolled out in Canada as of now.

**Revenues**

In 2017 total revenue was $211 billion. Major parts of their revenue are thanks to their thriving mobile and semiconductor divisions. Their revenue has been growing year by year. With a net income of $37 billion that leaves a plenty of funds to reinvest in the business and keep their competitive advantage.

**Presence in Ireland**

A huge amount of Samsung products are available in Ireland. However, their presence from a business perspective is very limited. They have a small office in Dublin focusing on Business development in the Irish market.

**Innovation**

In 2017 Samsung invested $15 billion in research and development and employs over 55,000 people in the R&D department alone. They are one of the largest spenders on R&D in the world. This keeps them at the forefront of modern technology.

Samsung invests heavily in semiconductors, constantly innovating and pushing the size of transistors smaller and smaller. They are currently producing 7nm transistors for processors.

Samsung is also at the forefront of LCD and LED technologies. Their innovations have allowed the pixel dense, reliable and affordable screens we have today.

**Competitors**

Samsung has many competitors in each industry. Samsung is the largest producer of smartphones in the world with over 20% market share, their main competitors include Apple, Huawei, Xiaomi, Sony and many more. Samsung is also the biggest producer of semiconductors in the world, they have many competitors including GlobalFoundries, Intel, Qualcomm, Micron and others. In Televisions Samsung is the largest company with 20% of market share. Their main competitors include LG, Sony, Hisense and Panasonic.

**Major Threats**

Samsung has been involved in several scandals over the years. Most recently was the Galaxy Note 7 which had a flaw that occasionally caused the battery to explode. This injured many people, forced a massive expensive recall of all affected devices and possibly permanently damaged Samsung’s reputation.

Samsung has been involved in political scandals. In 2017 Lee Jae-Yong, Vice chairman was accused of bribery, embezzlement and perjury. He was sentenced to time in prison. Samsung is incredibly important to the South Korean economy and have many connections to members of the government.

These are possible future threats to Samsung if they allow more dangerous devices to be sold or get involved in more political scandals.

**Conclusion**

Samsung is one of the largest and most successful companies in history. They are major players in multiple industries and world leaders in the electronics industry. Even their largest competitors rely on them to supply many components. Samsung will likely keep growing and remain a major force in the electronics industry for decades to come.