CHARTING THE COURSES OF INNOVATION A STARTUP ANALYSIS

SAMSUNG MOBILE PHONE

INTODUCTION;

Samsung introduced its first mobile phone to india in 2004.In 2008,samsung electronics telecommunication business declared its new business strategy focusing on consumer and marketing.samsung mobile phones are divided into 6 major categories-style,information,multimedia,connected,essential and business

ADVANTAGES;

* Multitasking
* The android app ecosystem
* Office productivity
* Samsung Dex
* Long-lasting battery and power sharing
* Knox security
* Advanced biometric protection
* Samsung pass

DISADVATAGES;

* Short-term battery performance
* Fast heating of the phone
* Pre –installed unnecessary apps
* Poor storage capacity
* Cost and bulky size

APPLICATION;

Samsung has many useful mobile application for your devices and are recommended too.Here is the list of some useful application for your Samsung mobile device

SAMSUNG GALAXY APPS;

You can acces information about the applications register at Samsung galaxy app as well as at other android application stores such as google play.Application registered in Samsung galaxy apps can be downloaded and installed at the same time.

CONCLUSION;

Through the SWOT analysis of Samsung ,it is clear that the company is still a global leader in chip making and smartphone brands.It has always sustained sufficient revenue and profites as it progresses into the future.

FUTURE SCOPE;