Notes:

* Translation between Korean and English
* SRA has no P&L
* 3 CEO structure
* Private - family members went to jail etc. says alot.
* Ups & downs, compare to Patagonia. Being Private comes with benefits that can be used for good or bad
* Different business units are called “affiliates”
* Units interact less between themselves (similar to Microsoft)
* To ask Anthony - top-down or bottom-up?
* Compiling - Alan

**Due on Tuesday - 11:59 PM**

1. Samsung Vision
2. Samsung Mission (FJ)
3. Strategy (Samsung's overall and SR's) (Christian)
   1. Combine both hardware technologies and new software tech
      1. Maybe quote Anthony...Samsung primarily a hardware company and try to leverage this.
      2. Also talk about Ben Thompson’s article - <https://stratechery.com/2014/smartphone-truths-samsungs-inevitable-decline/> - where he says Samsung will die without software differentiation
4. Org Structure: (2 ppl) (James Dong)
   1. 3 CEOs
      1. Precede with Originally super Korean/Japaneseish company and "recently" adopting new non-Korean techniques
   2. Many business units under this called affiliates
   3. regional based but not regional based collisions
   4. Culture
   5. Korean vs America
5. Samsung Research (Harry)
   1. SR vision vs Samsung
      1. Shape the future with innovation and intelligence (Samsung Research)
   2. SR mission vs Samsung
      1. Samsung Electronics and Samsung Research...gap
         1. research under electronics
   3. Objective and strategy tied back to Samsung Electronics
6. Navigation (Mansi)
   1. Head of SR is advisor executive VP
      1. Easy for us to navigate.
      2. Research centre so maybe it’ll be more easy to propose something. No P&L.