**MEMORANDUM REPORT ON Samsung PVT:**

**To:** Abide Farid

Lecturer for Undergraduate Studies

**From:** Usman Manzoor\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student, Computer Science

**Subject:** Samsung Private Limited Company

**Date:** October 27,2021

**CC:** Mam Maryam

**Dear Colleagues, Alumni, Friends, and Parents,**

The **Samsung Group** is a South Korean multinational conglomerate headquartered in [Samsung Town](https://en.wikipedia.org/wiki/Samsung_Town), Seoul. It comprises numerous affiliated businesses, most of them united under the *Samsung* brand, and is the largest South Korean. (business conglomerate).

The Company designs, manufactures and markets mobile communication and media devices and personal computers, and sells a variety of related software, services, accessories and third-party digital content and applications. The Company’s products and services include iPhone®, iPad®, Mac®, Samsung Watch®, Air Pods®, Apple TV®, Home Pod™, a portfolio of consumer and professional software applications, iOS, macOS®, watches® and TVs™ operating systems, iCloud® and a variety of other accessories

Over the next three decades, the group diversified into areas including food processing, textiles, insurance, securities, and retail. Samsung entered the [electronics industry](https://en.wikipedia.org/wiki/Electronics_industry) in the late 1960s and the construction and shipbuilding industries in the mid-1970s; these areas would drive its subsequent growth. Following Lee's death in 1987, Samsung was separated into five business groups – Samsung Group, [Shinseki](https://en.wikipedia.org/wiki/Shinsegae) Group, [CJ Group](https://en.wikipedia.org/wiki/CJ_Group) and [Hansel](https://en.wikipedia.org/wiki/Hansol) Group, and [Joongang](https://en.wikipedia.org/wiki/JoongAng_Ilbo) Group. Since 1990, Samsung has increasingly globalized its activities and electronics; in particular, its mobile phones and semiconductors have become its most important source of income. As of 2020, Samsung has the 8th highest global [brand value](https://en.wikipedia.org/wiki/Brand_valuation).

Samsung has a powerful influence on South Korea's economic development, politics, media and culture Its affiliate companies produce around a fifth of South Korea's total exports. Samsung's revenue was equal to 17% of South Korea's $1,082 billion GDP.

**Acquisitions and attempted acquisitions**

[*Rollie*](https://en.wikipedia.org/wiki/Rollei)*– Swiss watch battle*

[*Fokker*](https://en.wikipedia.org/wiki/Fokker)*– Dutch aircraft maker*

[*FUBU*](https://en.wikipedia.org/wiki/FUBU)*– clothing and apparel*

[*Lehman Brothers Holdings'*](https://en.wikipedia.org/wiki/Lehman_Brothers_Holdings)*Asian operations*

[*MEDISON Co. Ltd.*](https://en.wikipedia.org/wiki/MEDISON_Co.,Ltd.)*– ultrasound monitors*

**Samsung Electronics**

Samsung Electronics is a multinational electronics and information technology company headquartered in flagship company of the Samsung Group. Its products include air conditioners, computers, digital televisions, [active-matrix organic light-emitting diodes](https://en.wikipedia.org/wiki/AMOLED) (AMOLEDs), mobile phones, monitors, printers, refrigerators, semiconductors and [telecommunications networking](https://en.wikipedia.org/wiki/Telecommunications_network) equipment. It is the [world's largest mobile phone maker](https://en.wikipedia.org/wiki/Mobile_phone#Manufacturers) by unit sales in the first quarter of 2012, with a global market share of 25.4%.It is also the world's second-largest semiconductor maker by 2011 revenues (after [Intel](https://en.wikipedia.org/wiki/Intel)).

Samsung Electronics is listed on the Korea Exchange stock-exchange (number 005930).

**Samsung Engineering**

Samsung Engineering is a multinational construction company headquartered in Seoul. It was founded in January 1969. Its principal activity is the construction of oil refining plants; upstream oil and gas facilities; petrochemical plants and gas plants; steel making plants; [power plants](https://en.wikipedia.org/wiki/Power_plant); [water treatment facilities](https://en.wikipedia.org/wiki/Wastewater_treatment_plant) and other infrastructure. It achieved total revenues of 9,298.2 billion won (US$8.06 billion) in 2011.

[**Samsung Everland**](https://en.wikipedia.org/wiki/Samsung_Everland)covers the three main sectors of Environment & Asset, Food Culture and Resort.

**Samsung Fine Chemicals**

Samsung Fine Chemicals is listed on the Korea Exchange stock-exchange (number 004000).

**Samsung Heavy Industries**

Samsung Heavy Industries is a [shipbuilding](https://en.wikipedia.org/wiki/Shipbuilding) and engineering company headquartered in Seoul. It was founded in August 1974. Its principal products are bulk carriers, container vessels, crude oil tankers, cruisers, passenger ferries, material handling equipment steel and bridge structures. It achieved total revenues of 13,358.6 billion won in 2011 and is the world's second-largest shipbuilder by revenues (after [Hyundai Heavy Industries](https://en.wikipedia.org/wiki/Hyundai_Heavy_Industries)).

**Samsung Life Insurance**

Samsung Life Insurance Co., Ltd. is a multinational life insurance company headquartered in Seoul. It was founded in March 1957 as Dongbang Life Insurance and became an affiliate of the Samsung Group in July 1963.

Samsung Life Insurance is listed on the Korea Exchange stock-exchange (number 032830)

**Samsung Machine Tools**

Samsung Machine Tools of America is a national distributor of machines in the United States. Samsung GM Machine Tools is the head office of China, it is an SMEC Legal incorporated company.

**Samsung Medical Center**

The Samsung Medical Center was founded on 9 November 1994, under the philosophy of "contributing to improving the nation's health through the best medical service, advanced medical research and development of outstanding medical personnel". The Samsung Medical Center consists of a hospital and a cancer center. The hospital is located in an intelligent building with floor space of more than 200,000 square meters and 20 floors above ground and 5 floors underground, housing 40 departments, 10 specialist centers, 120 special clinics and 1,306 beds.

The 655-bed Cancer Center has 11 floors above ground and 8 floors underground, with floor space of over 100,000 square meters. SMC is a tertiary hospital manned by approximately 7,400 staff including over 1,200 doctors and 2,300 nurses. Since its foundation, the Samsung Medical Center has successfully incorporated and developed an advanced model with the motto of becoming a "patient-centered hospital", a new concept in Korea.

**STRATEGY**

The first decision in Samsung’s [marketing strategy](https://proechosolutions.com/marketing-strategy) was to develop new competitive and promotional strategies. Mr. Yun initiated a new competitive strategy with the goal of developing and marketing superior products while also building an image of Samsung as a stylish, high-quality brand worthy of a premium price. The objective was to establish a unique position using technical innovation while designing more appeal to a younger generation, as well as upscale customers around the world. Yun argued that to continue to compete on price would eventually be their downfall.

**A)** After looking at the introduction, the company looked very capitative and catchy since there are not many companies who manufacture media devices on such high scale worldwide.

**B)** **Samsung** follows a simple business philosophy: to devote its talent and technology to creating superior products and services that contribute to a better global society. To achieve this, **Samsung** sets a high value on its people and technologies.

**C)** Since it’s the technology field which is booming every day, along with Apple there are quite a few competitors with the same aim, but what makes them different from the rest is that they have well-structured plan for the upcoming years to enhance user experience by a high-quality buying experience with knowledgeable salespersons who can convey the value of the Company’s products and services greatly enhances its ability to attract and retain customers. Therefore, the Company’s strategy also includes building and expanding its own retail and online stores and its third-party distribution network to effectively reach more customers and provide them with a high-quality sales and post-sales support experience.  
**D)** Yes, the report is organized according to the body of the original report.

**E) Summary:** Samsung, South Korean company that is one of the world's largest producers of electronic devices. ... Samsung specializes in the production of a wide variety of consumer and industry electronics, including appliances, digital media devices, semiconductors, memory chips, and integrated systems.