

The Samsung logo, consisting of the word "SAMSUNG" in a bold, sans-serif font, is centered within a white, horizontally-oriented oval. The oval is tilted slightly upwards to the right.

**SAMSUNG**

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# SAMSUNG

## INTRODUCTION

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**Samsung is a 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. It has become one of the most-recognizable names in technology and produces about a fifth of South Korea's total exports.**

**In today's tech world, knowing what customers like is crucial for staying ahead. Let's look at Samsung's approach in the smartphone industry. As phones have become more than just for calls, Samsung needs to keep up with what people want, like for work, fun, and socializing. They have to keep coming up with new ideas to stay popular.**



The background of the slide features a close-up, slightly angled view of the back of several Samsung smartphones. The phones are arranged in a way that shows their camera modules, which consist of multiple lenses and sensors. The colors of the phone backs vary, including shades of grey, blue, and gold. The Samsung logo is prominently displayed in the top left corner.

**SAMSUNG**

# PROBLEM STATEMENT

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**Rapid Switch of Consumer's  
preference towards Samsung  
Devices.**

<https://thestrategystory.com/blog/samsung-swot-analysis/#:~:text=Regulatory%20pressures%20and%20legal%20issues,damage%20to%20the%20company's%20reputation.>

A Samsung smartphone is shown at an angle, displaying a presentation slide. The slide has a dark blue background with a colorful, abstract, wavy pattern at the bottom. The word "SOLUTION:" is written in large, bold, black letters. Below it, a single bullet point in white text describes a CRM database solution for Samsung devices.

# SOLUTION:

- Creating a CRM database to capture customer feedback on Samsung devices and gain insights into the reasons behind their brand-switching behavior.

## SCOPE:

- The goal of this is to provide a way to acquire and keep Samsung consumers by using data analysis and surveys.
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## LIMITATION:

- This is restricted to the analysis of data to improve user experience and marketing strategy. We will not affect the way the business operates.