**ANALYTICAL STUDY – 1 **

**SAMSUNG**

**CEO :** [Lee Jae-yong](https://www.bing.com/ck/a?!&&p=60cc1d1f822683cfJmltdHM9MTY5MDkzNDQwMCZpZ3VpZD0zZTU3OTIyOS0wNWYxLTY2OGEtMzNkMS04MzYzMDQwNjY3OTcmaW5zaWQ9NTYyMg&ptn=3&hsh=3&fclid=3e579229-05f1-668a-33d1-836304066797&u=a1L3NlYXJjaD9GT1JNPVNOQVBTVCZxPUxlZStKYWUteW9uZyZmaWx0ZXJzPXNpZDoiZWJlY2IyNWYtOTNmMi00Yzk0LWE3ZTUtOGFhYWJiMzIxZGEzIg&ntb=1)

**Head Quarters:** 40th floor Samsung Electronics Building, 11, Seocho-daero 74-gil · [Seocho District](https://www.bing.com/ck/a?!&&p=0fcdd1f89ae8a7e8JmltdHM9MTY5MDkzNDQwMCZpZ3VpZD0zZTU3OTIyOS0wNWYxLTY2OGEtMzNkMS04MzYzMDQwNjY3OTcmaW5zaWQ9NTYxOA&ptn=3&hsh=3&fclid=3e579229-05f1-668a-33d1-836304066797&u=a1L3NlYXJjaD9GT1JNPVNOQVBTVCZxPVNlb2NobytEaXN0cmljdCZmaWx0ZXJzPXNpZDoiNWNiM2MzOGQtYWEzZC0zNmFlLTM2NjAtNzNiNTFiMTE3YTFjIg&ntb=1" \t "_blank), [Seoul](https://www.bing.com/ck/a?!&&p=e001f00e6650eb5cJmltdHM9MTY5MDkzNDQwMCZpZ3VpZD0zZTU3OTIyOS0wNWYxLTY2OGEtMzNkMS04MzYzMDQwNjY3OTcmaW5zaWQ9NTYxOQ&ptn=3&hsh=3&fclid=3e579229-05f1-668a-33d1-836304066797&u=a1L3NlYXJjaD9GT1JNPVNOQVBTVCZxPVNlb3VsJmZpbHRlcnM9c2lkOiI2NjliNDdiYS00MGI0LTAxNDctMzY1Ny1hN2RkMDg2MTEzMmMi&ntb=1) · [South Korea](https://www.bing.com/ck/a?!&&p=856d752ca952f550JmltdHM9MTY5MDkzNDQwMCZpZ3VpZD0zZTU3OTIyOS0wNWYxLTY2OGEtMzNkMS04MzYzMDQwNjY3OTcmaW5zaWQ9NTYyMA&ptn=3&hsh=3&fclid=3e579229-05f1-668a-33d1-836304066797&u=a1L3NlYXJjaD9GT1JNPVNOQVBTVCZxPVNvdXRoK0tvcmVhJmZpbHRlcnM9c2lkOiJjMGUxNWJlMC01MTEzLTQwMmMtYzAzZi01MTZhNjI2NWU5Y2Ii&ntb=1)

Tagline : Inspire the World, Create the future

Products : Electronic devices(Mobile phones, Televisions, Refrigerators etc.)

**Segmentation, Targeting and Positioning (STP) strategy of SAMSUNG**

Samsung manufactures three types of products i.e.,

* IT & mobile communication (mobile phones)
* Consumer electronics (Televisions, Refrigerators, Acs, Washing machines)
* Device Solutions (mobile processors, image sensors, security chips, power management ICs)

**Segmentation**

Samsung segments the market on the basis Geographic, Demographic, Behaviour and Psychographic.

* Geographic:

Region, Density

* Demographic:

Age, Gender, Life cycle stage, Occupation

* Behaviour:

Degree of loyalty, Benefits, Personality, User status

* Psychographic:

Social class, Lifestyle

**Targeting:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Type of segmentation** | **Segmentation criteria** | **Samsung target customer segment** | | |
| **Samsung IT & Mobile Communications** | **Samsung Consumer Electronics** | **Samsung Device Solutions** |
| Demographic | Age | 18-65 | 25-65 | 25-60 |
| Gender | males and females | males and females | males and females |
| Life-cycle stage | Bachelor and Newly Married Couples Full Nest I. II, III Empty Nest I, II Solitary Survivor I, II | Bachelor and Newly Married Couples Full Nest I. II, III Empty Nest I, II | Bachelor and Newly Married Couples Full Nest I. II, III |
| Occupation | Students, employees, professionals | employees, professionals | Students, employees, professionals |
| Behavioural | Degree of loyalty | Hard and Softcore loyal with some Switchers' | Hard and Softcore loyal with some Switchers' | Hard and Softcore loyal with some Switchers' |
| Benefits sought | User, friendly, quality functions and overall high quality | User, friendly, quality functions and overall high quality | User, friendly, quality functions and overall high quality |
| Personality | Determine and ambitious | Easy going and Cost-conscious | Ambitious and Trendy |
| User status | New users, potential users, new users | New users, potential users, new users | New users, potential users, new users |
| Psycho-graphic  Demographic | Social class | Middle class & upper class | Middle class & upper class | Middle class & upper class |
| Lifestyle | Mainstreamer, Successful, adventurous, and Reformer | Mainstreamer, Successful, adventurous, and Reformer | Mainstreamer, Successful, adventurous, and Reformer |
| Region | 80 countries worldwide | 80 countries worldwide | 80 countries worldwide |
| Density | Urban/rural | Urban/rural | Urban/rural |

**Positioning**

Samsung follows following positioning strategies

* Multi segment positioning
* Imitative positioning
* Anticipatory positioning

**ANALYTICAL STUDY – 2**

**LAYS**

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**Owner : PepsiCo**

**CEO : Steven Williams**

**FOUNDED IN : 1940**

**PRODUCT TYPE : Potato chips**

**MARKETING STRATEGY**

1. **Target and Position Strategy:** Lays' marketing strategy focuses on identifying regions where the brand is most popular and strategically establishing production units in those areas. By [analysing consumer preferences](https://startuptalky.com/understanding-repeat-purchases-online/) and market demand, Lays ensures its products are readily available and tailored to the tastes of the local population.
2. **Celebrities Endorsement:** The brand of chips is promoted by several celebrities, which makes people purchase them more often. (**Ranbir Kapoor, Damon Vincent, Zach & Tee, and Mahendra Singh Dhoni)**
3. **Affordability**: The prices of these chips are very affordable. They are accessible to everyone in society. (5Rs,10Rs, 20Rs etc.)
4. **Diverse flavours:** There are a variety of flavours available, so every person can find something that suits their taste buds**.**( [**Classic Salted, American Style Cream & Onion, Spanish Tomato Tango,** and**India’s Magic Masala**](https://www.bing.com/ck/a?!&&p=ffcd8f58cfe2e412JmltdHM9MTY5MzQ2NzkzNw&ptn=3&hsh=3&fclid=601ebbe0-47d2-11ee-abd4-ca13cfd85b63&u=a1aHR0cHM6Ly93d3cubGF5cy5jb20vcHJvZHVjdHM&ntb=1&bc=1&key=psc-underside&usparams=cvid%3a51D%7cBingProdUnAuthenticatedUsers%7cD264A2366C9974EC1B831B9A27C0495799CE8A44BE8461861A7557F9F0296A84%5ertone%3aBalanced)**,** Sunkissed tomato)
5. **Advertising:** Lay’s advertises its great taste through great advertising. Consumers become interested in trying it.
6. **Partnerships and Sponsorships:** Collaborating with sports events, movies, or other brands can help Lays expand their reach and visibility. For instance, they might sponsor a major sports event and create limited-edition packaging to tie in with the event.