

COMPANY ANALYSIS ON SAMSUNG ELECTRONICS

Company Analysis Report in partial fulfilment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

OF

DAVANGERE UNIVERSITY



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2021-2024

DECLARATION

I hereby declare that the company analysis report of **SAMSUNG ELECTRONICS** Submitted to the Department of Commerce, SJM ARTS SCIENCE AND COMMERCE COLLEGE, Davangere university Chitradurga is an original record of an original work done by me under the guidance of **Mr SWAMY BM SIR**, professor in commerce department in Davangere University, and this company analysis report is submitted in partial fulfilment of requirements for the award bachelor degree of Commerce by Davangere university.

I also declare that this report is the outcome of my own efforts and that is has not been submitted to any other university or institute for the award of Any other degree or diploma or certificates.

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CERTIFICATE OF ORIGINALITY

DATE:

This is to certify that the company analysis report titled “**SAMSUNG ELECTRONICS**” is an original work of **Mr CHANDAN N** bearing university registration number **U13SJ21C0062** and being submitted in partial fulfilment for the award of the Bachelor Degree in Commerce by Davangere university. The report has not been submitted earlier either to this university / institution for the fulfilment of the requirement of a course of study.

SIGNATURE OF THE GUIDE

SIGNATURE OF THE HOD

DATE:

DATE:

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CHAPTER-1**OVERVIEW OF THE COMPANY**

Samsung was founded by Lee Byung-Chul in 1938 as a trading company. Over the next three decades, the group diversified into areas including food processing, textiles, insurance, securities, and retail. Samsung entered the 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, Shinsekai Group, CJ Group and Hansol Group and JoongAng Group

Samsung is the world's second largest manufacturer of mobile phones and smartphones since 2011, behind Apple, and is best known for its Samsung Galaxy brand. It has developed 5G capable smartphones including the Galaxy S23, and foldable phones including the Galaxy Z Fold 5. The company is a major vendor of tablet computers, particularly its Android-powered Samsung Galaxy Tab collection, and is regarded for developing the phablet market with the Samsung Galaxy Note family of devices. Samsung has also been the world's largest television manufacturer since 2006

The company is a major manufacturer of electronic components such as lithium-ion batteries, semiconductors, image sensors, camera modules, and displays for clients such as Apple, Sony, HTC, and Nokia. It is also the world's largest Semiconductor memory manufacturer and, from 2017 to 2018, had been the largest semiconductor company in the world, briefly dethroning Intel, the decades-long champion.

Suwon also plays an important economic role: Samsung Electronics, Korea's largest company by sales, is based in the city. The company's research and development centre in Yeongtong-gu, where its headquarters have also been located since 2016.

INCEPTION OF THE COMPANY:

Samsung Electronics, a major player in the global electronics industry, has a history dating back to the late 1930s. The company's inception can be traced to the founding of a small trading company in Daegu, Korea, by Lee

Byung-Chul. Samsung entered the electronics industry in the 1970s, producing black-and-white televisions. The company expanded its operations into heavy industries, such as shipbuilding and construction.

In the 1980s, Samsung made a significant move into the semiconductor business. This decision marked a crucial step in the company's transformation into a major player in the global electronics industry.

BUSINESS:

Samsung Electronics is a global company that is committed to complying with local laws and regulations as well as applying a strict global code of conduct to all employees. It believes that ethical management is not only a tool for responding to the rapid changes in the global business environment, but also a vehicle for building trust with its various stakeholders including customers, shareholders, employees, business partners and local communities. 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.

VISION:

Samsung's vision is to inspire the world with our innovative technologies products and design that enrich people lives and contribute to social prosperity by creating a new future, The company follows this vision statement to maintain profitable technology business operations that contribute to the improvement of people's lives.

MISSION:

Samsung is committed to complying with local laws and regulations as well as applying a strict global code of conduct to all employees. It believes that ethical management is not only a tool for responding to the rapid changes in the global business environment, but also a vehicle for building trust with its various stakeholders including customers shareholders, employees, business partners and local communities. With an aim to become one of the most ethical companies in the world, Samsung continues to train its employees and operate monitoring systems, while practicing fair and transparent corporate management.

VALUES:

1. People
2. Excellence
3. Change
4. Integrity
5. Co-prosperity
6. Dream
7. Vision & Goals

GOALS:

1. Make a product that adds value and enriches the life of the ordinary person
2. Contribute in one way or the other in creating a prosperous future for society as a whole
3. Devote its talent and technology to creating superior products and services that contribute to a better global society
4. Support people to be their best (On the basis of human resources & technologies)
5. Create the best products and services
6. Contribute to society

OBJECTIVES:

1. Samsung will focus more on 5G smartphones in 2023, increasing the share of revenues from 5G smartphones from 61% in 2022 to 75%, as it looks to consolidate its market leadership in revenue terms this year
2. Samsung Electronics today unveiled its vision for the future, “Together for tomorrow during a pre-show keynote event at CES 2022.
3. Samsung marketing strategy is to identify developments in the market trends, adapt to dynamic changes, and produce products that the target market demands.
4. Samsung aims to sustain strong sales of flagship products, including foldable devices and S22 series, and expand sales of Galaxy Ecosystem devices such as tablets and wearables

QUALITY POLICY:

Samsung Device Solutions (“Samsung”) has continuously enhanced the quality management system to achieve the best quality in all products and services. Samsung’s Quality Policy statement: “We deliver, on the basis of an efficient quality system, the best products and services which conform to our customer requirements and expectations.” The quality objectives of Samsung’s are measurable and consistent with quality policies. Quality objectives include key performance indicators by processes and joint quality improvement projects with customers and suppliers. Samsung has the world's best QMS based on ISO9001/IATF16949. Samsung’s QMS has been constantly evolving to meet different applications. Samsung meets the requirements of our customers as well as international standards such as ISO9001/IATF16949.

PRODUCT AND SERVICES:

1. Smartphone;

- Samsung Galaxy Series: Includes flagship models and mid-range smartphones with various features and specifications.

2. Tablets:

- Samsung Galaxy Tab Series: Offers a range of Android tablets with different sizes and capabilities.

3. Wearables:

- Samsung Galaxy Watch: Smartwatches with fitness tracking and smart features.
- Galaxy Buds: Wireless earbuds for audio and communication.

4. Televisions:

- QLED, OLED, and UHD TVs: Samsung is a major player in the TV market, producing a variety of high-quality displays.

5. Home Appliances:

- Refrigerators: Includes French-door, side-by-side, and top-freezer models.
- Washing Machines: Front-load and top-load washing machines with various features
- Air Conditioners: Split and window AC units.

6. Laptops and Computers:

- Samsung Galaxy Book Series: Laptops and 2-in-1 devices for personal and professional use.

7. Cameras:

- Samsung produces digital cameras and camcorders.

8. Home Entertainment System:

- Soundbars, home theatre systems, and audio accessories.

9. Memory and Storage:

- NAND Flash Memory: Used in various electronic devices.
- SSDs: Solid-state drives for computers and laptops.

10. Semiconductors:

- DRAM: Dynamic Random-Access Memory.

- Logic Chips: Used in a variety of electronic devices.

11. Display Technologies:

- LED, QLED, and OLED Displays: Used in TVs, monitors, and mobile devices.

12. Networking Solutions:

- Samsung provides networking equipment and solutions, including 5G technology.

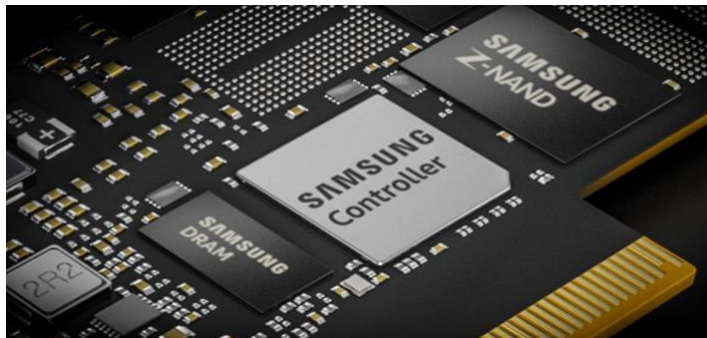


Fig-1.1

AREA OF OPERATION:

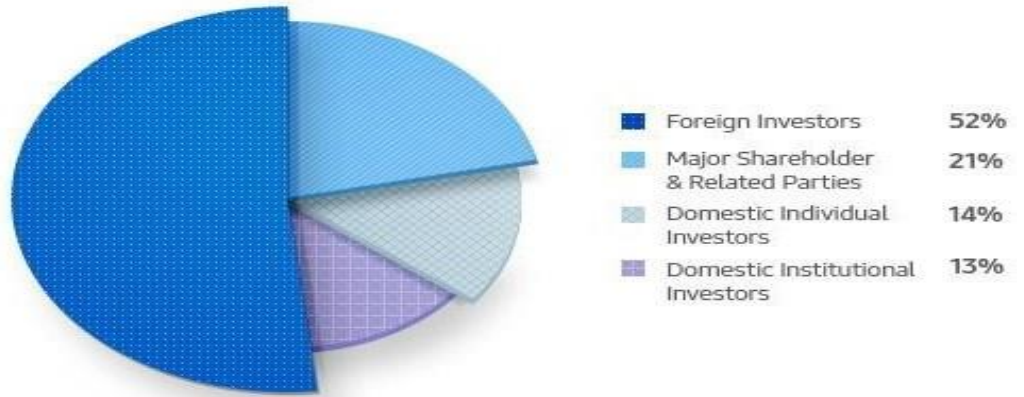
Today, Samsung has 25 production bases in the world and more than 50 sales subsidiaries in almost 50 countries. Their strategy includes eight major regions are

1. The American
2. Southeast Asia
3. Central Asia
4. Africa
5. Middle East
6. China
7. North America
8. Europe
9. Latin America
10. Asia pacific

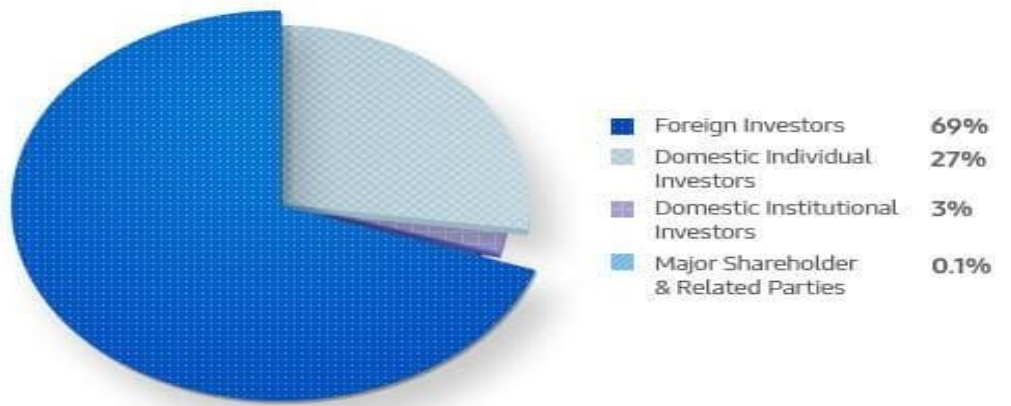
Samsung is the third South Korean company that was founded in 1969 as the flagship of the Group Samsung or Samsung Corporation Company.

1.2 OWNERSHIP PATTERN:

Common Stock



Preferred Stock



1. Major Institutional Investors: Large institutional investors such as mutual funds, pension funds, and other investment firms often hold significant portions of the company's shares.
2. Individual Investors: Individual investors who buy shares of Samsung Electronics through stock exchanges also contribute to the ownership structure.
3. Government Entities: In some cases, government entities may hold shares in publicly traded companies.
4. Corporate Entities: Other companies or subsidiaries may hold shares in Samsung Electronics for strategic reasons.
5. Samsung Family: Members of the Lee family, who are descendants of the company's founder Lee Byung-Chul, have historically been major shareholders. However, specific ownership stakes can vary.

COMPETITORS INFORMATION:

The competitors of Samsung electronics are:

1. APPLE
2. XIAOMI
3. VIVO
4. INTEL
5. MOTOROLA
6. BLACKBERRY LTD
7. OPPO
8. SONY MOBILE
9. ONSEMI
10. XILINX
11. ALTERA
12. NATIONAL SEMICONDUCTOR
13. PALM
14. MINCREL

INFRASTRUCTURAL FACILITIES:

At the heart of Samsung's infrastructure is its headquarters in Suwon, South where the company was founded. Here, you find state-of-the-art research centre and administrative offices directing the company's global operations.

1. Manufacturing plants are distributed globally, with facilities in countries like the United States, China, Vietnam, and India. These plants are equipped to produce a diverse range of products, including smartphones,

2. semiconductors, home appliances, and display technologies. The scale and efficiency of these facilities contribute to Samsung's ability to meet the demands of a rapidly evolving market.
3. Research and development centre are strategically positioned to foster innovation and technological advancement. Samsung invests significantly in these facilities to stay at the forefront of emerging technologies
4. Logistics and distribution centre are integral to Samsung's supply chain management, ensuring timely delivery of products to markets worldwide. These facilities are strategically located to optimise the flow of goods and minimise delivery times.
5. The company's commitment to sustainability is reflected in its green manufacturing initiatives. Samsung has implemented eco-friendly practices in its facilities, striving to reduce environmental impact.
6. In essence, Samsung Electronics has built a vast and sophisticated network of infrastructural facilities to support its position as a global leader in the electronics industry.

ACHIEVEMENT AWARDS:

Samsung Honoured for Continued Sustainability Leadership by the U.S. EPA

1. Samsung Electronics Wins 42 Awards at the International Design Excellence Awards 2022
2. Samsung Electronics Celebrates 80 Wins at if Design Awards 2023
3. Samsung Wins 46 CES 2023 Innovation Awards from the Consumer Technology Association
4. Green Products of the Year 2022 Awards
5. Recognised as an excellent company in examination for health-friendly company certification
6. Virtual MOCKUP in NEX-PLANT 3D excellence (2022)
7. Smart station for future urban train (2022, Seoul metro)

STRATEGIC PERPECTIVE PLAN:

1. Samsung Electronics strategically positions itself with a forward-thinking perspective plan to navigate the dynamic landscape of the electronics industry. At its core is a commitment to innovation, fostering a culture that priorities research and development. Samsung allocates

- substantial resources to anticipate and lead technological trends, ensuring its products remain cutting-edge.
2. Diversification is a key element of Samsung's strategy, spanning various product categories such as smartphones, semiconductors, home appliances, and displays. This diversified portfolio helps mitigate risks associated with fluctuations in specific markets and enhances the company's resilience.
 3. Global expansion is a cornerstone of Samsung's strategic perspective. The company has established a robust presence in key markets, allowing it to tap into diverse consumer bases and respond effectively to regional demands. This global approach also aids in optimising manufacturing and distribution networks for efficiency.
 4. A focus on sustainability is integrated into Samsung's strategic perspective, aligning with growing environmental consciousness. Initiatives range from green manufacturing practices to the development of eco-friendly products, reflecting a commitment to responsible corporate citizenship.
 5. In the ever-evolving tech landscape, partnerships and collaborations play a crucial role in Samsung's strategic perspective. Forming alliances with other industry leaders
 6. Samsung has consistently emphasised its commitment to innovation and leadership in technology. This includes investing heavily in research and development to stay at the forefront of emerging technologies, such as artificial intelligence, 5G, and the Internet of Things (IoT)
 7. Samsung has a strategy of producing premium and high-end products across various categories. This allows the company to position itself as a premium brand and capture higher margins.
 8. Samsung is a global company with a presence in numerous countries. Its strategic plan likely includes ongoing efforts to expand its market share in key regions, establish strategic partnerships, and adapt its products and services to meet the needs of diverse markets.
 9. Like many companies, Samsung is likely focusing on digital transformation initiatives. This involves leveraging digital technologies to enhance internal processes, improve customer experiences, and stay competitive in the rapidly evolving digital landscape.

Chapter-2

FINANCIAL ANALYSIS

Financial analysis is the process of evaluating the financial performance and health of a company by examining its financial statements, ratios, and other relevant metrics. The goal of financial analysis is to gain insights into the company's profitability, liquidity, solvency, and overall efficiency, providing a basis for informed decision-making by investors, creditors, management, and other stakeholders.

SAMSUNG ELECTRONICS COMPANY STATEMENTS:

1. Samsung Electronics Official Website: The investor relations section of Samsung's official website is likely to have the latest financial reports and statements.
2. Financial News Sources: News websites that cover financial news, such as Bloomberg, Reuters, or CNBC, often report on major companies' financial results and may provide summaries of financial statements.
3. Stock Exchanges: If Samsung is listed on a stock exchange, you can find financial statements in the company's filings with the relevant stock exchange. For example, if Samsung is listed on the Korea Exchange (KRX), you can check their filings on the KRX website.
4. SEC (U.S. Securities and Exchange Commission) Filings: If Samsung is traded on U.S. exchanges or has issued securities in the United States, you can find their filings on the SEC's EDGAR database.
5. Financial Databases: Subscription-based financial databases like Bloomberg Terminal, FactSet, or Reuters Eikon may provide comprehensive financial data for Samsung Electronics.



1.1 STATEMENT OF PROFIT AND LOSS ACCOUNT:

particulars	Mar-23	Mar-22
INCOME		
REVENUE FROM OPERATIONS [GROSS]	22.08	36.16
Less: Excise/Sevice Tax/Other Levies	0	0
REVENUE FROM OPERATIONS [NET]	22.08	36.16
TOTAL OPERATING REVENUES	22.08	40.74
Other Income	7.08	7.96
TOTAL REVENUE	29.16	48.7
EXPENSES		
Cost Of Materials Consumed	11.39	18.8
Purchase Of Stock-In Trade	0	0
Operating And Direct Expenses	0	0
Changes In Inventories Of FG,WIP And Stock-In Trade	0	0
Employee Benefit Expenses	5.86	9.77
Finance Costs	0.93	0.78
Depreciation And Amortisation Expenses	2.38	3.81
Other Expenses	12.15	14.64
TOTAL EXPENSES	32.71	47.81
PROFIT/LOSS BEFORE EXCEPTIONAL, EXTRAORDINARY IT	-3.55	0.9
Exceptional Items	0	0
PROFIT/LOSS BEFORE TAX	-3.55	0.9
TAX EXPENSES-CONTINUED OPERATIONS		
Current Tax	0	0
Less: MAT Credit Entitlement	0	0
Deferred Tax	0	0
Tax For Earlier Years	0	0
TOTAL TAX EXPENSES	0	0
PROFIT/LOSS AFTER TAX AND BEFORE EXTRAORDINARY I	-3.55	0.9
PROFIT/LOSS FROM CONTINUING OPERATIONS	-9	0.9
PROFIT/LOSS FOR THE PERIOD	-9	0.9

ANALYSIS OF PROFIT AND LOSS ACCOUNT:

Revenue (Sales): This is the total amount of money generated from the sale of goods or services.

1. **Cost of Goods Sold (COGS):** This represents the direct costs associated with producing or delivering the goods or services sold. It includes expenses like raw materials, labor, and manufacturing overhead.
2. **Gross Profit:** Calculated as Revenue minus COGS, gross profit is a key indicator of a company's core profitability.
3. **Operating Expenses:** These are costs associated with running the day-to-day operations of the business, including research and development, marketing, and general administrative expenses.
4. **Operating Income (Operating Profit):** This is calculated by subtracting operating expenses from gross profit. It reflects the profitability of the company's core operations.
5. **Non-Operating Income and Expenses:** This includes items such as interest income, interest expenses, and other non-operating gains or losses.
6. **Income Before Tax (EBT):** Calculated by adding operating income and non-operating income and subtracting non-operating expenses.
7. **Income Tax Expense:** The amount of income tax owed by the company based on its taxable income.
8. **Net Income:** The final line of the P&L statement, net income represents the company's total profit after all expenses and taxes have been deducted.

1.2 COMPARATIVE STATEMENT OF BALANCE SHEET:

	Mar-23	Mar-22	change in value	change in %	
Total Current Assets					
Cash and Short-Term Investments	21,44,42,141	23,62,87,491	-2,18,45,350	-17%	↓
Cash	10,81,82,472	12,53,20,664	-1,71,38,192		
Cash & Equivalents	-				
Short Term Investments	7,29,49,377	3,95,83,141	3,33,66,236	43%	↑
Total Receivables, Net	6,55,17,496	7,68,76,651	-1,13,59,155	-23%	↓
Accounts Receivables - Trade, Net	4,23,60,558	4,97,16,711	-73,56,153	-17%	↓
Total Inventory	3,66,32,159	4,40,26,232	-73,94,073	-14%	↓
Prepaid Expenses	5,44,19,586	5,20,92,241	23,27,345	76%	↑
Other Current Assets, Total	28,67,823	30,42,846	-1,75,023	-3%	↓
Total Assets	60,63,246	60,16,127	47,119	0%	
Property/Plant/Equipment, Total – Net	45,40,91,777	44,80,40,650	60,51,127	45%	↑
Property/Plant/Equipment, Total – Gross	17,18,57,516	15,42,54,576	1,76,02,940	5%	↑
Accumulated Depreciation, Total	42,75,95,058	37,74,71,994	5,01,23,064		
Goodwill, Net	-	-			
Intangibles, Net	-	-			
Long Term Investments	2,36,17,703	2,00,96,926	35,20,777	15%	↑
Note Receivable - Long Term	2,58,66,125	2,33,75,723	24,90,402	44%	↑
Other Long-Term Assets, Total	61,49,209	56,52,435	4,96,774	6%	↑
Other Assets, Total	1,32,04,818	89,11,602	42,93,216	4%	↑
Total Current Liabilities	5,84,58,843	9,92,43,512	-4,07,84,669	-49%	↓
Accounts Payable	7,60,57,448	8,33,62,268	-73,04,820	-58%	↓
Payable/Accrued	1,23,43,531	1,25,60,726	-2,17,195		
Accrued Expenses	-				
Notes Payable/Short Term Debt	2,92,11,487	2,51,00,718	41,10,769	30%	↑
Current Port. of LT Debt/Capital Leases	51,47,315	1,38,85,889	-87,38,574	-1,010%	↓
Other Current liabilities, Total	10,89,162	8,64,905	2,24,257	1%	↑
Total Liabilities	3,34,45,351	2,96,16,476	38,28,875	3%	↑
Total Long-Term Debt	9,42,92,361	12,01,33,986	-2,58,41,625	-739%	↓
Long Term Debt	43,01,816	34,96,991	8,04,825	143%	↑
Capital Lease Obligations	6,09,221	5,62,283	46,938	2%	↑



Deferred Income Tax	35,26,826	27,78,207	7,48,619	3%	↑
Minority Interest	51,11,332	2,37,05,374	-1,85,94,042	-209%	↓
Other Liabilities, Total	95,63,462	88,99,049	6,64,413	-4%	↓
Total Equity	-96,68,120	-1,51,31,895	54,63,775	2%	↑
Redeemable Preferred Stock, Total	35,97,99,416	32,79,06,664	3,18,92,752		
Preferred Stock - Non Redeemable, Net	-				
Common Stock, Total	-				
Additional Paid-In Capital	8,97,514	8,97,514	0	0%	
Retained Earnings (Accumulated Deficit)	44,03,893	44,03,893	0	0%	
Treasury Stock - Common	33,68,81,852	31,02,16,785	2,66,65,067		
ESOP Debt Guarantee	-				
Unrealized Gain (Loss)	-				
Other Equity, Total	-	-			
Total Liabilities & Shareholders' Equity	1,76,16,157	1,23,88,472	52,27,685	1%	↑
Total Common Shares Outstanding	45,40,91,777	44,80,40,650	60,51,127	89,137%	↑
Total Preferred Shares Outstanding	5,969.78	6,788.59	-819		

ASSESS THE KEY FINANCIAL RATIOS:

1. LIQUIDITY RATIOS

Liquidity refers to the firm’s ability to meet its current liability. It indicates the firm’s ability to meet its current obligations out of the current ratios.

$$1. \text{ Current Ratios} = \frac{\text{CURRENT ASSETS}}{\text{CURRENT LIABILITIES}}$$

$$2. \text{ Quick Ratios} = \frac{\text{LIQUID ASSETS}}{\text{CURRENT LIABILITIES}}$$

2. PROFITABILITY RATIOS:

The profit earned by the company measures the efficiency of any business.

$$1. \text{ Gross Profit Ratios} = \frac{\text{GROSS PROFIT}}{\text{NET REVENUE FROM OPERATIONS}} \times 100$$

$$2. \text{ Operating Ratios} = \frac{\text{COST OF REVENUE FROM OPERATIONS} + \text{OPERATING EXPENSES}}{\text{NET SALES}} \times 100$$

$$3. \text{ Operating Profit Ratios} = \frac{\text{OPERATING PROFIT}}{\text{NET SALES}} \times 100$$

$$4. \text{ Net Profit Ratio (before tax)} = \frac{\text{NET PROFIT BEFORE TAX}}{\text{NET SALES}} \times 100$$

$$5. \text{ Net Profit Ratio (after tax)} = \frac{\text{NET PROFIT AFTER TAX}}{\text{NET SALES}} \times 100$$

3. TURNOVER / ACTIVITY RATIOS:

The turnover ratio or activity ratio indicates how efficiency the working capital and inventory are being used to obtain revenue from operations. It indicates the speed or number of times the capital employed has been related to the process of doing business.

$$1. \text{ Inventory / Stock Turnover Ratio} = \frac{\text{COST OF REVENUE FROM OPERATIONS}}{\text{AVERAGE INVENTORY}}$$

$$2. \text{ Debtors / Receivable Turnover Ratios} = \frac{\text{NET CREDIT REVENUE FROM OPERATIONS}}{\text{AVERAGE RECEIVABLES}}$$

$$3. \text{ Creditors / Payable Turnover Ratio} = \frac{\text{NET CREDIT PURCHASES}}{\text{AVERAGE PAYABLE}}$$

$$4. \text{ Working Capital Turnover Ratio} = \frac{\text{NET REVENUE FROM OPERATIONS}}{\text{NET WORKING CAPITAL}}$$

MARKET ANALYSIS:

Market analysis is the process of evaluating the dynamics, trends, and characteristics of a specific market or industry to gain insights that can inform decision-making. This comprehensive examination involves studying various factors that influence the market, including economic, social, technological, and regulatory aspects.

SAMSUNG ELECTRONICS POSITION WITHIN ITS INDUSTRY:

1. **Diversified Product Portfolio:** Samsung is known for its wide range of products, including smartphones, consumer electronics, semiconductors, and home appliances. This diversification allows the company to participate in multiple segments of the electronics industry.
2. **Market Leadership in Several Segments:** Samsung has been a market leader in various product categories. For instance, it has been a major player in the global smartphone market, competing with companies like Apple. In the semiconductor industry, Samsung has a significant presence and is a major producer of memory chips.
3. **Innovation and Technology:** Samsung has a reputation for innovation and investing heavily in research and development. The company's technological advancements, especially in the semiconductor field, have contributed to its competitiveness within the industry.
4. **Global Presence:** Samsung Electronics is a South Korean company with a strong global presence. Its products are sold and recognized worldwide. The company's ability to navigate and succeed in diverse markets contributes to its industry standing.
5. **Competition:** The electronics industry is highly competitive, with many global players. Samsung faces competition from companies like Apple, Huawei, LG, Sony, and others in various product categories.
6. **Supply Chain and Manufacturing Capabilities:** Samsung has a robust supply chain and manufacturing capabilities. Its involvement in the semiconductor industry, for example, includes manufacturing components for various electronic devices, providing a key role in the broader technology ecosystem.
7. **Financial Performance:** The financial performance of Samsung Electronics, including revenue, profit margins, and market capitalization, is a crucial factor in determining its position within the industry.

MARKET TRENDS OF SAMSUNG ELECTRONICS:

1. **Smartphone Industry Dynamics:** Samsung has been a major player in the smartphone market. Market trends in the smartphone industry include

innovations in camera technology, 5G connectivity, foldable phones, and a focus on sustainability. Samsung has been actively participating in these trends with its Galaxy series and exploring new technologies.

2. **Semiconductor Industry:** Samsung is a significant player in the semiconductor industry. Market trends in semiconductors include the increasing demand for memory chips, advancements in chip manufacturing processes, and the global semiconductor shortage. Samsung's semiconductor division is affected by these trends, and its position is influenced by supply and demand dynamics.
3. **Consumer Electronics and Home Appliances:** In consumer electronics and home appliances, trends include the integration of smart technologies, connectivity, energy efficiency, and sustainability. Samsung has been incorporating these trends into its products, such as smart TVs, refrigerators, and other home appliances.
4. **Innovation and R&D:** The electronics industry is characterized by rapid innovation. Samsung has been investing heavily in research and development to stay at the forefront of technological advancements. Trends in innovation include artificial intelligence, Internet of Things (IoT), and advancements in display technologies.
5. **E-commerce and Distribution Channels:** The rise of e-commerce has impacted the distribution channels for electronics. Samsung, like other companies, has likely been adapting to changes in consumer behavior, including the increasing importance of online sales and direct-to-consumer models.
6. **Sustainability and Corporate Social Responsibility:** Consumer preferences for environmentally sustainable products and corporate social responsibility have been growing trends. Companies are increasingly focusing on reducing their environmental impact and ensuring ethical business practices. Samsung, as a major global corporation, is likely to be addressing these trends in its business practices.
7. **Global Economic Factors:** Economic conditions, currency exchange rates, and geopolitical events can impact the electronics industry. Samsung, being a global company, is subject to these external factors that can affect its market trends and performance.

COMPETITION OF SAMSUNG ELECTRONICS:**1. Smartphones:**

- Apple Inc.: A major competitor in the premium smartphone segment with the iPhone series.
- Huawei: Competes globally, particularly in the mid-range and high-end smartphone markets.

2. Semiconductors:

- Intel Corporation: A key player in the semiconductor industry, especially in microprocessors.
- Taiwan Semiconductor Manufacturing Company (TSMC): A leading semiconductor foundry that manufactures chips for various companies.

3. Consumer Electronics:

- LG Electronics: A South Korean competitor that manufactures a range of consumer electronics, including TVs and home appliances.
- Sony Corporation: Competes in various consumer electronics categories, including TVs, audio devices, and gaming consoles.

4. Home Appliances:

- Whirlpool Corporation: A global competitor in the home appliances industry.
- Haier Group: A Chinese multinational that competes in the home appliances market.

5. Display Technologies:

- LG Display: A major competitor in the display technology sector, manufacturing a variety of display panels.
- Sharp Corporation: Known for its display technologies and electronic components.

6. Wearable Devices:

- Apple Inc.: A strong competitor in the smartwatch and wearable device market with the Apple Watch.
- Fitbit (now part of Google): Competes in the fitness tracker and smartwatch market.

7. Memory and Storage:

- Micron Technology: Competes with Samsung in the memory and storage solutions market.
- Western Digital: A major player in storage solutions, including hard disk drives and solid-state drives.

POTENTIAL GROWTH OPPORTUNITIES OF SAMSUNG ELECTRONICS:

1. Innovation and Emerging Technologies:

- **Foldable Devices:** Samsung has been a pioneer in foldable smartphones. Continued innovation and improvements in this category could attract consumers looking for unique and versatile devices.
- **5G Technology:** As 5G networks continue to expand globally, there is an opportunity for Samsung to capitalize on the demand for 5G-enabled devices, including smartphones and other connected devices.

2. Internet of Things (IoT):

- **Smart Home Ecosystem:** Expanding its presence in the smart home market by offering a comprehensive ecosystem of connected devices, such as smart TVs, appliances, and security systems.
- **Wearable Technology:** Growing the wearables market with innovative smartwatches, fitness trackers, and other wearable devices.

3. Semiconductors and Components:

- **Advanced Process Technologies:** Investing in cutting-edge semiconductor manufacturing processes to maintain a competitive edge in producing high-performance chips.
- **Supply Chain Resilience:** Given the global semiconductor shortage, there is an opportunity for Samsung to enhance its supply chain resilience and potentially capture market share.

4. Sustainable Practices:

- **Green Technologies:** Meeting the increasing demand for sustainable and environmentally friendly products. This includes energy-efficient appliances, eco-friendly packaging, and responsible sourcing of materials.
- **Circular Economy Initiatives:** Implementing initiatives that promote recycling, refurbishment, and the reuse of electronic devices, contributing to a circular economy.

5. E-commerce and Direct-to-Consumer Models:

- Digital Sales Channels: Leveraging e-commerce platforms and direct-to-consumer models to reach customers more directly and efficiently.
- Subscription Services: Exploring subscription-based models for software, content, or even hardware to create recurring revenue streams.

6. Health Tech:

- Health-Related Technologies: Integrating health monitoring features into devices, such as smartphones and wearables, to tap into the growing health and wellness technology market.

CHAPTER-3**MANAGEMENT AND LEADERSHIP****THE COMPANY'S LEADERSHIP TEAM AND THEIR QUALIFICATION:**

Meet Samsung Electronics dynamic leadership team with distinguished experiences and perspectives to create a Re-imagined Samsung while providing direction and overseeing the management of the company's business.



Dr. Kye Hyun Kyung

President & CEO,

Device Solutions Division

Over his 30-year career at Samsung, Dr. Kyung has played a pivotal role in the company's undisputed technology and market leadership.

As a semiconductor design expert, he is notable for the development of first to market products such as Direct Rambo's DRAM in 1997, as well as 3D V-NAND flash in 2013 which has now become the industry standard.

Dr. Kyung also headed Memory Solution Product & Development, which was responsible for pioneering the company's cutting-edge memory solution technologies, including Universal Flash Storage (UFS) 3.0 and Solid State Drive (SSD) equipped with 128-layer V-NAND chips in 2019.

Dr. Kyung was previously president and CEO of an electronic components affiliate, Samsung Electro-Mechanics, where he achieved record revenue and earnings through technology leadership enabled by the convergence and integration of material and component technologies.

He is a member of the National Academy of Engineering of Korea and has been honoured with the IR52 Jang Young-Shil Award on two occasions from South Korea's Ministry of Science and ICT.

Dr. Kyung received his B.S., M.S. and Ph.D. degrees in control and instrumentation engineering from Seoul National University (SNU) in 1986, 1988 and 1994 respectively.

He is also a recipient of the distinguished alumni award from the College of Engineering at SNU.

**Dr. Jung -Bae Lee**

President & GM,
Memory Business,
Device Solutions Division

Dr. Lee joined Samsung the DRAM Design Team and became an expert in DRAM technology. He participated in the development of various DRAM products, most notably DDR, DDR2, DDR3, GDDR, LPDDR2, LPDDR3.

In 2011, he was elevated to VP and Head of the Design Team for his contribution to the advancement of DRAM technology. Additionally, his business acumen was instrumental in strategically productising and gaining market acceptance of Samsung's most advanced technologies such as 3D-NAND and HBM (High Bandwidth Memory)

during his tenure as Senior VP in the Product Planning Team from 2013 to 2017.

Other roles Dr. Lee has fulfilled are Executive VP of Quality Assurance Department of Memory Business and later become in charge of DRAM Product and Technology Development prior to being promoted to President and General Manager of Memory Business.

He received his B.S., M.S., and Ph.D. degrees in electronics engineering from Seoul National University.

**Mr. Yong-in Park**

President,
System LSI Business,
Device Solutions Division

Since joining Samsung Electronics in 2014 as a vice president of the next-generation product development team, he has been responsible for the development of next-generation products like touch controller ICs and wearable bio-processors.

He has led R&D for image sensors and LSI products, such as display solutions, power ICs, and security solutions from 2015 to 2018.

As an executive vice president of the sensor business team since 2019, he led R&D and commercialisation of advanced pixel technology and high-resolution sensors, such as the first 108MP CMOS image sensor.

In 2020, he strengthened the strategic direction of the entire System LSI Business as an executive vice president and head of product planning, sales & marketing.

With the development of diverse innovative solutions, he is driving the growth of Samsung's System LSI Business.

Before Samsung, he had been president, chief executive officer and a member of board of directors at Dong Bu Hite since 2009.

Before joining Dong Bu, he held key technology management positions at Texas Instruments from 1999 to 2007 and was analog group leader at LG Electronics from 1987 to 1999.



Dr.Siyoung choi

President & GM
Foundry Business,
Device Solutions Division

Prior to his current position, Dr. Choi successfully led establishing the world's largest semiconductor manufacturing cluster serving as the head of Manufacturing Technology Centre since 2017. He also spearheaded the innovation of manufacturing system to greatly strengthen fab operation efficiency as well as maximise technology competitiveness.

Since joining Samsung Electronics in 1995, Dr. Choi has played a pivotal role in developing next-generation process technologies across memory and logic ICs that strengthened Samsung's leading position in the semiconductor market. Under his leadership, Samsung successfully launched industry is first SoCs based on 14 and 10nm FinFET process technologies.

Dr. Choi has published more than 100 technical papers in top academic journals, and holds more than 100 U.S. patents. He also has been serving as a member of numeral technical committees including VLSI, ITRS, and IMEC.

Dr. Choi received his B.S. and M.S in Materials Science and Engineering from Yonsei University in 1986 and 1988 respectively, and his Ph.D. in Materials Science and Engineering from Ohio State University in 1994.

THE COMPANY'S CORPORATE GOVERNANCE AND DECISION-MAKING PROCESSES:

Corporate governance and decision-making processes are crucial aspects of how a company operates and manages its affairs. These processes help ensure that a company is run effectively, ethically, and in the best interests of its stakeholders, which include shareholders, employees, customers, and the broader community. Below, I will provide an overview of corporate governance and decision-making processes within a typical company.

THE COMPANYS CORPORATE GOVERNANCE AND DECISION-MAKING PROCESSES:

1. Board of Directors:

The board of directors is a central component of corporate governance. It is responsible for making major decisions and providing oversight of the company's management. The board typically consists of a mix of executive and non-executive directors, with the latter often serving as independent directors to ensure impartial decision-making.

2. Shareholder Rights:

Corporate governance should protect the rights of shareholders, allowing them to influence key decisions through voting and access to important company information.

3. Transparency:

Companies should be transparent about their financial performance, operations, and decision-making processes. Regular financial reporting and disclosures are essential.

4. Ethical Practices:

Ethical behaviour is a cornerstone of corporate governance. Companies should have a code of conduct, and leaders should set an example by adhering to it.

5. Compliance:

Compliance with laws and regulations is crucial to ensure the company operates within the boundaries of the legal framework.

6. Risk Management:

Corporate governance should include mechanisms for identifying, assessing, and managing risks to protect the company and its stakeholders.

DECISION-MAKING PROCESSES:

1. Strategic Decision-Making:

Strategic decisions at Samsung Electronics involve setting the company's mission, vision, and long-term objectives. These decisions are typically made by the top management, including the Chairman and the Board of Directors.

2. Operational Decision-Making:

Day-to-day operational decisions encompass aspects like production, marketing, and supply chain management. Various departments and leadership teams are involved in these processes.

3. Financial Decision-Making:

Decisions regarding budgets, capital allocation, and investment are made by the finance department in conjunction with the top management.

4. Human Resources Decision-Making:

Decisions about hiring, compensation, and talent development are critical for maintaining a skilled workforce. Samsung Electronics has a comprehensive HR function to manage these decisions.

5. Innovation and Product Development Decision-Making:

Samsung Electronics is known for its innovation in consumer electronics. Decisions about product development and innovation are essential for staying competitive in the market.

6. Technology and IT Decision-Making:

Given the significance of technology in the electronics industry, decisions about IT infrastructure, software development, and data management are crucial for the company's operations.

7. Environmental and Sustainability Decision-Making:

Like many large corporations, Samsung Electronics has been focusing on sustainability, environmental responsibility, and adhering to global environmental regulations. Decisions related to



environmental practices and sustainability are integrated into the company's strategy.

8. Stakeholder Engagement Decision-Making:

Engaging with various stakeholders, including shareholders, customers, employees, and the local community, is essential for managing the company's reputation and maintaining positive relationships.

1.3 CORPORATE GOVERNANCE REPORT 2023:

The major shareholder and others	Samsung Life Insurance and 14 others (including affiliates and foundations established with SEC contributions)	Portion of shares owned by major shareholders, etc.	20.74%
		Portion of shares owned by minority shareholders	66.87%
Category of business (finance/non-finance)	Non-finance	Main products	Electric and electronic products
Belonging to enterprise group in accordance with the Monopoly Regulation and Fair-Trade Act	Yes	Subject to Act on the Management of Public Institutions	No
Name of enterprise group	Samsung		
Financial information highlights			(KRW 100 mil)
	FY2022	FY2021	FY2020
Consolidated revenue	3,022,314	2,796,048	2,368,070
Consolidated operating profit	433,766	516,339	359,939



Consolidated profit from continuing operations	556,541	399,075	264,078
Consolidated net profit	556,541	399,075	264,078
Consolidated total assets	4,484,245	4,266,212	3,782,357
Separate total assets	2,600,838	2,511,122	2,296,644

	Relationship	Transaction type	Transaction date ¹⁾	Asset	Transaction purpose	Amount ²⁾	Gain or loss on disposal
SCS	Affiliates	Asset sale/purchase	Dec 26, 2023	Machinery, etc.	Enhance capacity and production efficiency	16,177	4,072
SESS	Affiliates	Asset sale/purchase	Jul 12, 2023	Machinery, etc.	Enhance capacity and production efficiency	5,346	639
SEHC	Affiliates	Asset sale/purchase	Dec 14, 2023	Machinery, etc.	Enhance capacity and production efficiency	4,471	259
SAS	Affiliates	Asset purchase	Nov 21, 2023	Machinery, etc.	Enhance capacity and production efficiency	2,457	-
SEVT	Affiliates	Asset purchase	Nov 29, 2023	Machinery, etc.	Enhance capacity and production efficiency	831	-
SEA	Affiliates	Asset sale	Aug 9, 2023	Machinery, etc.	Enhance capacity and production efficiency	632	37
TSLED	Affiliates	Asset sale	Dec 21, 2023	Machinery, etc.	Enhance capacity and production efficiency	338	73
SEV	Affiliates	Asset sale/purchase	Dec 21, 2023	Machinery, etc.	Enhance capacity and production efficiency	306	42
SERK	Affiliates	Asset sale	May 19, 2023	Machinery, etc.	Enhance capacity and production efficiency	282	18



SEUZ	Affiliates	Asset sale	Jun 22, 2023	Machinery, etc.	Enhance capacity and production efficiency	224	6
SII	Affiliates	Asset sale	May 9, 2023	Machinery, etc.	Enhance capacity and production efficiency	216	(10)
Samsung Life Insurance	Affiliates	Asset sale	Dec 27, 2023	Machinery, etc.	Enhance capacity and production efficiency	188	(74)
SEH	Affiliates	Asset sale	Apr 13, 2023	Machinery, etc.	Enhance capacity and production efficiency	142	14
SIEL	Affiliates	Asset sale	Oct 12, 2023	Machinery, etc.	Enhance capacity and production efficiency	112	26
Samsung Medison	Affiliates	Asset sale	Mar 17, 2023	Machinery, etc.	Enhance capacity and production efficiency	5	5

Subsidiary	Type of transaction	Transaction date	Items/assets	Transaction value
SSI	Sales, purchases, etc.	Jan–Dec 2023	Semiconductors, etc.	41,440,223
SEA	Sales, purchases, etc.	Jan–Dec 2023	HHPs and home appliances, etc.	35,513,203
SEVT	Sales, purchases, etc.	Jan–Dec 2023	HHPs, etc.	34,609,927
SEV	Sales, purchases, etc.	Jan–Dec 2023	HHPs, etc.	22,246,267
SSS	Sales, purchases, etc.	Jan–Dec 2023	Semiconductors, etc.	16,490,868
SIEL	Sales, purchases, etc.	Jan–Dec 2023	HHPs and home appliances, etc.	13,238,315

Type	Date	Notice	Attend.	Agenda item	Type	Result
Regular	Jan 27	Jan 24	10/10	Approval of FY23 financial statements and annual business report	Resolution	Approved
				Appointment of SCC member	Resolution	Approved
				Report on FY23 internal accounting management system activities	Reported item	-



				Report on evaluation of FY23 internal accounting management system activities	Reported item	-
Regular	Feb 15	Feb 10	10/10	Appointment of CEO	Resolution	Approved
				Decision to convene the 53rd AGM	Resolution	Approved
				- Decisions on the 53rd AGM agenda items - Reported Items: ① Annual audit report ② Annual business report ③ Report on internal accounting management system activities - Item 1: Approval of FY21 financial statements, including balance sheet, income statement, and the statement of appropriation of retained earnings, etc. - Item 2: Appointment of Directors Item 2-1: Appointment of Independent Directors Item 2-1-1: Appointment of Han-jo Kim as Independent Director Item 2-1-2: Appointment of Wha-Jin Han as Independent Director Item 2-1-3: Appointment of Jun-sung Kim as Independent Director Item 2-2: Appointment of Executive Directors Item 2-2-1: Appointment of Kye-Hyun Kyung as Executive Director Item 2-2-2: Appointment of Tae-moon Rho as Executive Director Item 2-2-3: Appointment of Hark-kyu Park as Executive Director Item 2-2-4: Appointment of Jung-bae Lee as Executive Director Item 2-3: Appointment of Audit Committee Member Item 2-3-1: Appointment of Han-jo Kim as Audit Committee Member Item 2-3-2: Appointment of Jeong Kim as Audit Committee Member - Item 3: Approval of remuneration limit for Directors	Resolution	Approved
				Revision of internal accounting management regulations	Resolution	Approved
				Approval of 2023 social contribution matching fund	Resolution	Approved
				Donation to Chung-nam Samsung Institute	Resolution	Approved
				Purchase of product liability insurance	Resolution	Approved
				Appointment of Chairman of the Board	Resolution	Approved
				Appointment of CEO	Resolution	Approved
				Appointment of Board committee members	Resolution	Approved
Setting remuneration of Directors	Resolution	Approved				
Regular	Mar 16	Mar 14	11/13	Participation in Samsung Biologics' rights offering	Resolution	Approved



Regular	Apr 28	Apr 22	10/10	Approval of 1Q22 interim business report and quarterly dividend	Resolution	Approved
				Real estate lease agreements (lessor/lessee) of company building of SEC in Seocho	Resolution	Approved
				Purchase of employee insurance policy	Resolution	Approved
				Charitable contributions	Resolution	Approved
				Lease agreements (lessor/lessee) with Samsung SDI	Resolution	Approved
				Donation to incentive fund for DS Division's suppliers	Resolution	Approved
				Establishment of plans on safety and health	Resolution	Approved
Regular	Jul 28	Jul 22	8/9	Approval of 2023 half-year business report and quarterly dividend	Resolution	Approved
				Appointment of Board committee members	Resolution	Approved
				Joining of the New Technology Investment Association	Resolution	Approved
Type	Date	Notice	Attend.	Agenda item	Type	Result
				Revision of regulation on establishment and operation of SCC	Resolution	Approved
				Purchase of package insurance policy for domestic operations	Resolution	Approved
				Purchase of mobile device insurance	Resolution	Approved
				Real estate lease agreement (lessor) with Samsung Display	Resolution	Approved
				Donation to the Inter-University Semiconductor Research Centre of Seoul National University to help cover operating costs	Resolution	Approved
Special	Sep 1	Aug 29	8/9	Decision to convene the EGM	Resolution	Approved
				Decisions on the EGM agenda items -Reported Items: ① Audit report -Item 1: Appointment of Independent Directors Item 1-1: Appointment of Eun-Nyong Heo Item 1-2: Appointment of Myung-Hee Yoo	Resolution	Approved
				Setting the record date of shareholder register for the EGM	Resolution	Approved
Regular	Oct 27	Oct 22	9/9	Promotion of JY Lee to Chairman	Resolution	Approved
				Approval of 3Q22 interim business report and quarterly dividend	Resolution	Approved
				Donation to the Korea Chamber of Commerce and Industry	Resolution	Approved
				Report on the CEO candidate pool	Reported item	-
Special	Nov 3	Oct 29	10/11	Appointment of Board committee members	Resolution	Approved
				Contribution for support related to the tragedy in Itaewon and to strengthen the public safety system	Resolution	Approved
Regular		Nov 23	11/11	Approval of transaction with affiliate company	Resolution	Approved



	Nov 30			Payment of retirement pension plan	Resolution	Approved
				Approval of business plan for 2023	Resolution	Approved
				Contribution to Community Chest of Korea's annual fundraising campaign for 2023	Resolution	Approved
				Contribution to UNDP sourced from Samsung Global Goals	Resolution	Approved
				Sponsorship of the WorldSkills Competition	Resolution	Approved
				Report on the evaluation of the effectiveness of the compliance control system	Reported item	-
				Report on results of the compliance review	Reported item	-
				Report on measures to develop a compliance culture	Reported item	-
Regular	Dec 20	Dec 16	11/11	Appointment of the Chief Compliance Officer	Resolution	Approved

CHAPTER-4

SWOT ANALYSIS

THE COMPANY'S STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS:

A SWOT analysis is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats of a business, project, or individual. It involves identifying the internal and external factors that can affect a venture's success or failure and analysing them to develop a strategic plan. In this article, we do a SWOT Analysis of Samsung.

STRENGTHS:

1. Dominates the Smartphone Market

Samsung has dominated the smartphone market for years. According to 2021 report by Gartner, Samsung has maintained the No. 1 spot globally with a 19% market share in smartphone sales, whereas Apple is in the second spot with 16.7% market share and Xiaomi in the third spot with a 13.2 % market share.

2. Research and Development

The foundation of Samsung has always been Innovative research and development. Expenditure in these departments resulted in the company having a wide range of product portfolios among its competitors. These include tablets, camcorders, mobile phones, cameras, TV/video/audio, Memory Cards, PC, and other accessories. They have 16 overseas R&D centres and 7 AI centres around the world to secure innovative technologies and enhance global R&D capacity worldwide.

3. Award Winning Brand

Samsung's position as a pioneer for innovation is backed with credibility. Samsung has won many awards for its products. Samsung has been awarded the CES (Consumer Electronics Show) owing to its product designs and innovation for many years.

4. Ecologically Friendly Innovations

Samsung has enhanced its brand reputation through its environmentally friendly innovations. It secured its ranking at 8th position in the Top 30 Tech and Telecom companies of the Environmental Protection Agency (EPA) 2022 Green Power Partner list.

5. Stronghold in the Asian Markets

Samsung retains a stronghold in the Asian markets, particularly India and China. Both emerging economies India's and China's markets are growing substantially which is why Samsung has taken advantage of the opportunity and get incentives in these countries accordingly.

6. Samsung overtakes Intel as biggest chip seller

In 2021, Samsung was hailed as the largest chip seller with a global market share of 12.3% in semiconductors by revenue, getting ahead of Intel (market share 12.2%) thanks to Samsung's strong growth. According to Gartner reports, the South Korean tech giant's revenue grew 28% year over year to \$73 billion in 2021.

7. Diversified Portfolio

Samsung has a very diversified portfolio, and it operates four divisions:

- Consumer Electronics – represents about 20% of total revenue. The division sells home electric appliances such as TV, washing machines, air conditioner, monitors, and refrigerators.
- Information technology & Mobile communications – represents about 39% of total revenue. The division has products such as smartphones, network systems, and computers.

Above are the strengths in the SWOT Analysis of Samsung Electronics. The strengths of Samsung Electronics look at the key internal factors of its business which gives it competitive advantage in the market and strengthens its position.

WEAKNESSES:

1. Heavily dependent on the American Markets

It is estimated that both Apple and Samsung combined sold at least 74% of smartphones in the USA market. While Samsung has diversified its resources and expanded its operations in Asia, it is still heavily dependent on the American markets.

2. Decline in Smartphone Sales

Samsung has been experiencing a decline in smartphone sales since 2017. A similar trend was seen in China due to the price sensitivity of the Chinese market.

They dump a lot of those products in the Indian market at a lower cost which harms the Samsung sales.

3. Product Failures

Any product that threatens the life of consumers erodes confidence and trust in the company. Samsung has delivered several faulty products to the market from the exploding Samsung Galaxy A20e to a faulty foldable phone.

4. Dependence on Low-end Smartphones

A large portion of Samsung revenues come from low-end smartphone sales. Supply chain constrains i.e. component shortage and longer delivery have impacted this segment more than the high-end smartphone segment, which played a role in Samsung's decline from 80 million smartphone sales and 22.1% of market share in Q3 2020 to 69 million smartphones sold in Q3 2021 with 20.2% of market share (as per Gartner Report).

5. Hereditary Leadership

Since its founding, Samsung has always been under the leadership of the family for three generations. Even though keeping the leadership within the family has offered Samsung immense stability, the company can stagnate due to a lack of fresh ideas. After being dogged by several scandals, Samsung heir Jay Lee has vowed to end dynastic succession.

These were the weaknesses in the Samsung Electronics SWOT Analysis. The weaknesses of a brand are certain aspects of its business which it can improve.

OPPORTUNITIES:

1. Triple Protection Proposition

Samsung is preparing to launch its new air conditioning product called the 'Triple Protection Proposition' that incorporates cutting edge technology and impeccable construction.

2. Diversification and Acquisitions

It is critical that Samsung avoids the mistake of being limited to just one marketplace. It not only invites risks from an economic perspective, but it also attracts unwanted political polarisation and negative media publicity

3. Introduce Innovative Products The smartphone sector is highly dynamic, with the latest trends going out of style in an instant. Samsung can attain immense growth by setting the trend with great and innovative products like the foldable phone.

4. 5G Technology

As the world moves to 5G, Samsung has the capacity and know-how to exploit this opportunity. The company is already in active commercial discussions with operators in the EU to supply 5G and 6G network equipment.

Above we covered the opportunities in Samsung Electronics SWOT Analysis. The opportunities for any brand can include prospects of future growth

THREAT:

1. Patent Infringement Controversies

Samsung has been involved in controversies that have threatened its business. Its rival Apple filed a lawsuit against Samsung for patent infringement which underwent a heated court battle for seven long years until finally reaching a settlement. However, the company suffered consequences when a jury decided that Samsung had indeed copied Apple and was to pay \$1.049 billion in damages.

2. Increased Competition

Competition from opponents especially from those within the consumer electronics, smartphone products, and computing industries has reached a record high. Whether it's Xiaomi, Apple, or Huawei, all the technological competitors are outmanoeuvring and outperforming each other to become the best technology company

4. Economic Uncertainty

Recent events have catalysed uncertainty in the global market and led to a decline in new smartphone sales. Financial struggles have forced many consumers to seek recycled or refurbished phones, which has increased by 24%.

5. Dissatisfied Phone Users

There is a lot of buzz on the internet on how Samsung Galaxy S users are unable to clear their cache. According to one complaint, as soon as a user deleted their entire cache and then re-entered the cache setting, all the data was still there.

The threats in the SWOT Analysis of Samsung Electronics are as mentioned above.

CHAPTER-5

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

SUMMARY OF FINDING:

I can provide you with general information about Samsung Electronics. Keep in mind that specific details may have changed since then, so it is advisable to verify the latest information from reliable sources.

Company Overview: Samsung Electronics is a multinational conglomerate headquartered in Suwon, South Korea. It is one of the world's largest technology companies, with a wide range of businesses, including consumer electronics, information technology, mobile communications, and device solutions. Samsung Electronics is a subsidiary of the larger Samsung Group, which is involved in various industries such as construction, finance, and healthcare.

Key Business Segments:

1. **Consumer Electronics:** Samsung is a leading manufacturer of consumer electronics, producing a diverse range of products such as smartphones, tablets, smartwatches, TVs, refrigerators, washing machines, and more.
2. **Semiconductors:** Samsung is a major player in the semiconductor industry, manufacturing memory chips, processors, and other semiconductor components. The company has a significant market share in the global semiconductor market.
3. **Information Technology:** Samsung produces a variety of IT products, including laptops, monitors, and printers.
4. **Mobile Communications:** Samsung is well-known for its Galaxy series of smartphones and tablets, which compete with other major brands in the mobile device market.
5. **Device Solutions:** This segment includes the manufacturing of display panels, digital appliances, and other components used in various electronic devices.

Financial Performance: Samsung Electronics has historically been one of the largest and most profitable technology companies globally. Its financial performance is influenced by factors such as global demand for consumer electronics, semiconductor market conditions, and competition in the mobile device industry.

Challenges and Opportunities: Samsung faces challenges such as intense competition in the smartphone market, technological advancements, and fluctuations in global economic conditions. However, the company also has opportunities for growth, especially in emerging technologies such as 5G, artificial intelligence, and the Internet of Things (IoT).

Research and Development: Samsung invests heavily in research and development to stay at the forefront of technological innovation. This includes advancements in semiconductor technology, display technologies, and the development of new consumer electronics products.

Corporate Social Responsibility (CSR): As a major global corporation, Samsung has initiatives related to corporate social responsibility. This includes efforts in environmental sustainability, social contributions, and ethical business practices.

Recent Developments: For the latest information on Samsung Electronics, including recent developments, financial results, and strategic initiatives, it is recommended to check the company's official website, financial reports, and recent news articles.

SUGGESTIONS ON SAMSUNG ELECTRONICS:

1. Innovation and R&D:

- Continue investing in research and development to stay at the forefront of technological advancements.
- Explore emerging technologies such as artificial intelligence, 5G, Internet of Things (IoT), and quantum computing.

2. Diversification:

- Explore opportunities for diversification within existing business segments and into new industries to spread risk.
- Consider partnerships, collaborations, or acquisitions that align with the company's strategic goals.

3. Sustainability Initiatives:

- Strengthen sustainability initiatives and commitments, including eco-friendly product design, energy efficiency, and responsible sourcing of materials.
 - Communicate these initiatives transparently to enhance brand image and meet growing consumer expectations for environmentally conscious products.
- Customer Experience:

- Focus on enhancing the overall customer experience, from product design to after-sales service.
- Leverage customer feedback and data analytics to tailor products and services to customer preferences.

4. Global Market Expansion:

- Explore opportunities for further expansion in emerging markets where there is potential for growth.
- Adapt products and marketing strategies to meet the specific needs of diverse global markets.

5. Cybersecurity and Data Privacy:

- Prioritize cybersecurity measures to protect consumer data and build trust with customers.
- Stay informed about and comply with evolving data privacy regulations worldwide.

6. Supply Chain Resilience:

- Strengthen supply chain resilience by diversifying suppliers and building contingency plans to mitigate risks.
- Leverage technology, such as blockchain, to enhance transparency and traceability in the supply chain.

7. Digital Transformation:

- Embrace digital transformation across all aspects of the business, from manufacturing processes to customer interactions.
- Utilize data analytics for informed decision-making and operational efficiency.

8. Brand Marketing:

- Continue investing in effective marketing strategies to maintain and strengthen the Samsung brand.
- Utilize social media and other digital platforms to engage with consumers and build brand loyalty.

9. Employee Development:

- Invest in employee training and development to ensure a skilled and adaptable workforce.
- Foster a positive workplace culture that encourages innovation and collaboration.

CONCLUSION ON SAMSUNG ELECTRONICS:

Samsung Electronics: A Journey of Innovation and Market Dominance

Samsung Electronics, a global technology giant, has etched its name in the annals of the tech industry with a legacy marked by innovation, resilience, and market dominance. Founded in 1969 as a modest trading company, Samsung has evolved into a behemoth with a diverse portfolio spanning smartphones, semiconductors, appliances, and more. This conclusion explores the key facets of Samsung's success, its challenges, and the outlook for the future. One of Samsung's defining characteristics is its commitment to innovation. The company has consistently pushed the boundaries of technology, introducing groundbreaking products that have redefined consumer expectations. The Galaxy series, Samsung's flagship line of smartphones, stands as a testament to its design and engineering prowess. The development of foldable smartphones and the integration of cutting-edge features showcase Samsung's dedication to staying ahead of the technological curve.

However, this journey has not been without challenges. Samsung has faced intense competition, both domestically and internationally. Rivalry in the smartphone market, particularly from Apple and Chinese manufacturers, has been fierce. Additionally, the semiconductor industry, a cornerstone of Samsung's business, is marked by cyclical demand and technological disruptions. Global economic uncertainties and geopolitical tensions have further added to the complexity of the business landscape. Despite these challenges, Samsung has displayed remarkable resilience. The company's ability to navigate through adversity, adapt to changing market dynamics, and diversify its product offerings has been crucial to its sustained success. The vertically integrated structure of Samsung, encompassing everything from manufacturing components to assembling final products, has provided a level of control that is instrumental in mitigating risks and ensuring a streamlined supply chain.

Samsung's commitment to corporate social responsibility and sustainability has also emerged as a significant factor in its long-term success. The company has embraced environmentally conscious practices, from eco-friendly product designs to initiatives promoting renewable energy. This focus not only aligns with global trends but also resonates with an increasingly environmentally conscious consumer base. Looking ahead, Samsung Electronics faces both opportunities and challenges. The advent of 5G technology, the Internet of Things (IoT), and artificial intelligence (AI) presents new frontiers for innovation. Samsung's investments in these areas position it well to capitalize on the next wave of technological evolution.



However, the company must remain vigilant in navigating geopolitical tensions, addressing cybersecurity concerns, and staying attuned to consumer preferences.

In conclusion, Samsung Electronics stands as a paragon of success in the technology industry. Its journey from a humble trading company to a global tech powerhouse reflects not only a commitment to innovation but also the ability to adapt and thrive in a dynamic business environment. Challenges have been met with resilience, and the company's diversified portfolio and corporate responsibility initiatives have contributed to its enduring appeal. As Samsung continues to evolve, embracing emerging technologies and addressing global challenges, it is poised to remain a force to be reckoned with in the ever-evolving landscape of the tech industry.

LEARNING EXPERIENCE

Samsung offers a wide range of products and services, so the learning experience can vary depending on what specific aspect we are interested in. Here are a few potential learning experiences might have with Samsung:

1. Mobile Devices (Phones, Tablets):

Learning to use Samsung smartphones or tablets involves understanding the user interface (like Samsung's customized Android interface), navigating settings, and exploring various features such as Samsung Knox security, Samsung Dex, etc.

2. Smartwatches and Wearables:

Exploring the features of Samsung smartwatches, fitness trackers, and other wearables. This could include understanding health tracking, connecting devices, and using apps.

3. Samsung Apps:

Learning to use and navigate Samsung's proprietary apps like Samsung Health, Samsung Pay, Samsung Notes, etc.

4. Samsung Dex:

Understanding how to use Samsung DeX, a feature that allows you to connect your Samsung device to a monitor and use it like a desktop computer.

5. Samsung Cloud:

Exploring cloud services offered by Samsung for backing up and syncing data.

6. Samsung Members:

Participating in the Samsung Members community for support, tips, and discussions.

7. SmartThings:

Learning to set up and manage smart home devices using Samsung's SmartThings platform, which includes smart TVs, refrigerators, washing machines, and more.

8. Samsung Developer Program:

If you are interested in software development, you might explore the Samsung Developer Program to create applications for Samsung devices.

9. Samsung Support:

Learning to troubleshoot common issues, seeking help on the Samsung support website, or contacting customer support for assistance.

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