Samsung Electronics SWOT Analysis

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| **STRENGTHS**  **\*** **Samsung is the world’s most successful electronics manufacturer.** It is the world’s largest manufacturer of television sets, liquid crystal display (LCD) panels, mobile phones and smartphones.  \***Strong patent portfolio.**  Samsung holds significant market share in most of the product categories.  \*  **High brand value.** Brand value increased by 80% in the past 3 years.  \* **Samsung has impressive research and design capabilities.** Samsung is the best in terms of designs and features. 1st to introduce dual screen mobiles.    \* **Global leadership across all mobile and smartphone markets.** Samsung is the world’s number one marketer of mobile phones. Apple is number two with Samsung has long-standing relationships with retailers in the United States and Europe that provide a steady sales channel.  \***Solid financial position of the company** | **WEAKNESSES**  **\*Low profit margin.**  On- line stores sell a wide range of products and are giving better deals  **\*Extensive product portfolio.** Samsung’s marketing efforts are not as sophisticated as Apple’s. Samsung’s devices use the Google Android open source operating system. Many consumers seem to view Android as an inferior product to Apple’s iOS. The public has not been as accepting of Android as the tech community has.  **\*Competitive advantage hard to sustain.** Samsung is heavily dependent upon consumer electronics sales in markets with limited potential for growth, such as the United States and Europe, for much of its revenue  **\*Demand decreasing.** The demand for LCD panels is expected to decline in the future |
| **OPPORTUNITIES**  **\*Focusing on mobile advertisements.** Financial position is strong when it comes to cellular devices and advertisement is essential  **\*** **Sales increased on Tablets**. The sale of tablets has surpassed the sales of traditional personal computers in the past years. Increased demand for tablet and smartphones is a big brake for Samsung  \* **Growing middle class in developing.** This will increase market for consumer electronics. Growing online market from all sales channels  \***Call Rates.**  India population is growing, and phone sales is expected to increase due to lesser call rates.  **\*Increasing presence in emerging markets.** The market for smartphones, tablets, and other mobile devices are growing, especially in developing regions such as Africa and India, where consumers are unfamiliar with technology. | **THREATS**  **\*Apple has emerged as the dominant smartphone and tablet brand in some markets, such as the United States.** Samsung has not been able to overcome Apple’s reputation for reliability. Apple’s reputation for quality, reliability and sophistication is steady growing. The Google Android operating system, which Galaxy devices depend upon, is not as popular with average people as iOS **.**  **\* Pricing** With Apple staying stead fast with continued growth in products Samsung is stays active. The buying power for the US and Europe is limited for the middle class in both countries.  **\*Competition . Co**mpetition like Nokia are focused on 1 segment at a time  **\* Intensification of competition due to the slowing growth in the industry**  **\* Disruption in the pipeline of new products.** Samsung has a wide variety of product line and failure will impact and may result in brand dilution, |

**Summary**

Samsung Electronics is based out of Suwon, South Korea and is known as the world’s largest manufacturer of mobile phones and smartphones. Samsung has also recently become the largest manufacturer of LCD televisions. There is a lot of competition in the market these days, but Samsung Electronics comes in 2nd as the largest consumer electronics company. Apple holds the title for the most revenue, but Samsung is a great competitor.

References

Bhasin, H. (2018). *The Marketing91:* Samsung Industry