



For more than 70 years, Samsung has been 'dedicated to making a better world' through diverse businesses that today span advanced technology, semiconductors, skyscraper and plant construction, petrochemicals, fashion, medicine, finance, hotels, and more. Its flagship company, Samsung Electronics, leads the global market in high-tech electronics manufacturing and digital media.

**Market**

Samsung Electronics has grown from a small-scale manufacturer with a little known brand into one of the world's strongest and most powerful technology companies.

Boasting a diverse product portfolio, Samsung's success can be largely attributed to its strength in three core areas – memory chips, liquid crystal displays (LCDs) and mobile phones.

Samsung also attributes its success to: the production of innovative, reliable products and services; talented people; a responsible approach to business and global citizenship; and collaboration with its partners and customers.

Samsung's aim is to develop innovative technologies and efficient processes that create new markets, enrich people's lives and continue to make Samsung a trusted market leader. Samsung is guided by a singular vision: to lead the digital convergence movement. This vision is being delivered through Samsung Electronics' innovative product range that spans mobile phones, TV, audio and video, PCs, cameras and camcorders, monitors, printers, home appliances and more. Samsung is a leader in all of these markets.

**Product**

From stylish mobile phones to semiconductors, from DRAM to digital TVs, Samsung encompasses a variety of products in its various business divisions that harness speed, creativity and efficiency to invent and develop market-leading products. Samsung's commitment to being the world's best has won the company number one global market share for 13 products



including semiconductors, TFT-LCDs, monitors, and CDMA mobile phones.

Samsung is divided into several different affiliated companies, with Samsung Electronics being the best known and most profitable. It manufactures a wide range of products including audio/visual, computer related and telecommunications products as well as home appliances and various components.

Samsung sold more than 2.5 million LED TVs globally in 2009; in 2010 Samsung expects to sell 10 million.



**Achievements**

Samsung has won many awards and gained recognition for its products in recent years. In 2009 this included awards for TV of the Year at T3 Gadget Awards for the Samsung UE40B7000; TV/AV Product of the year for the UE46B8000 at the Stuff Awards 2009; Best Laptop Under £400 for the R519 on Five TV's The Gadget Show. The R519 went on to become Samsung's best selling notebook of the year; Best Multimedia Device for the i8910HD mobile phone, establishing Samsung as a top Smartphone manufacturer; Best Multimedia Phone at the Mobile Choice

Awards for the i8910 HD; a top industry accolade for Samsung as Monitor Manufacturer of the Year came from PC Pro with the PC Pro 2009 Reliability & Service Awards for Monitors; it also received a Which? Magazine Best Buy accolade for the WB1000 camera, positioning Samsung Digital Imaging as a 'premium' brand amongst the competition.

Samsung's premium brand image has powered its growth in the telecommunications category. It is the number one handset manufacturer globally and leads the telecommunications industry with the widest range of mobile phones currently available in the market. Samsung has also led the standardisation of mobile phone technologies with products such as mobile WiMAX.

Samsung was awarded 23 prestigious CES 2010 Innovation Awards including: three Best of Innovations; three eco-design honours; three awards for its LED back-lit HD TVs; one for its Plasma HD TV; three for blue-ray players; one for its home theatre system; two for its digital audio players; two for its digital cameras; one for a refrigerator; six awards for mobile phones; and one for a monitor with multi display functionality.

**Recent Developments**

More than a quarter of Samsung employees are engaged in research and development. This is a hallmark of the company and each year the business is focused on discovering new technologies, products and services in order to keep Samsung at the cutting-edge of innovation.

At the 2010 Consumer Electronics Show in Las Vegas which took place in January 2010, Samsung showcased an abundance of product launches in the home entertainment arena. Highlighted products included its new 3D TV line-up, the widest product range ever and the innovative LED9000, which is as thin as a pencil. In addition to LED TV the full line-up also includes LCD TV, Plasma TV, Blu-ray players and home theatre systems. The first complete 3D eco-system with an advanced 3D television, sophisticated 3D Blu-ray player, stylish active shutter 3D glasses and a home theatre system was also launched. In addition, an HD TV-based internet applications store was also launched; the first application store to be designed to work across all of Samsung's



devices from TVs and laptops to mobile phones as well as two innovative e-Book readers.

Reflecting further innovation, Samsung showcased concept products in the form of the world's first transparent MP3 player with an AMOLED display.

Samsung has launched the world's first multi-device applications store – a single destination to browse, buy and manage apps for Samsung



devices, beginning with mobile phones, TVs and Blu-ray players. Already launched in the UK, France and Italy, it will expand to approximately 50 countries worldwide in 2010. Content partners will include Accedo Broadband, AccuWeather.com, The Associated Press, Blockbuster, Fashion TV, Netflix, Picasa, Pandora, Rovi, Travel Channel, Twitter, USA TODAY, Vudu and YouTube. Samsung Apps will eventually be open to developers and Samsung will offer a software development kit.

**Promotion**

Samsung's marketing aim is to drive profitable growth with a focus on brand preference and loyalty. By adopting a holistic approach to the various Samsung businesses, it is able to leverage the full strength of the Samsung brand.

Nurturing brand loyalty is a key pillar of Samsung's marketing. Its consumers continue to remain

loyal to the brand as a result of a range of initiatives including product experience, customer service and support as well as an ongoing active dialogue through a broad range of communications programmes.

Samsung continues to drive a brand-led consumer-centric approach to marketing, building emotional engagement across a range of product businesses.

Samsung aims to create some of the world's most innovative and inspiring communications and advertising campaigns that bring its product propositions and brand to life. Recognised by consumers and the industry as an award winning advertiser, Samsung continues to build rapid brand preference and aspiration.

Samsung's product research and development is world-class, driving the company to build a brand that is best-in-class in technology and entertainment.

Samsung is concerned with managing its business processes to produce an overall positive impact on society. Its Corporate Responsibility (CR) strategy includes; business ethics, public and community affairs, investor relations, governance, stakeholder engagement, brand management, environmental affairs and corporate philanthropy.

**Brand Values**

The Samsung brand is based around core values of technology, design and innovation as well as efficient processes that create new markets, enrich people's lives and maintain Samsung's position as a digital leader.

[samsung.co.uk](http://samsung.co.uk)

**Things you didn't know about Samsung**

**Collaborations between Samsung and some of the world's leading designers have included prestigious partnerships with Bang & Olufsen, Giorgio Armani, Jasper Morrison and Liberty.**

**As the world's first producer of ultra mobile PCs, Samsung presented the HSDPA-enabled Q1 ultra – the next generation of Q1 in 2007.**

**Samsung launched the world's first 3D-enabled plasma HD TV in 2008, following the debut of 3D-enabled DLP in 2007.**

**Samsung is the world's leading manufacturer of AMOLED (Active-Matrix Organic Light Emitting Diode) displays.**

1938	1950s	1960s	1970s	1990s	2000
Samsung General Store opens in North Kyungsang Province, Korea.	Samsung becomes a producer of basic commodities such as sugar and wool.	Samsung expands overseas and is one of the first Korean companies to do so.	The foundations for the present day Samsung are laid. Investment grows in the semiconductor, information and telecommunications industries.	Significant change in relation to Samsung's approach takes place.	A Digital Management approach is adopted to ensure that Samsung maintains its leading position in the Information Age.

2006	2008	2010
World firsts include the launch of an 82 inch full HD TV TFT-LCD and a 10 mega pixel 8GB HDD camera phone.	The Olympic Games in Beijing offer Samsung a prime sponsorship opportunity.	Samsung is a worldwide Olympic partner and sponsor of the 2010 Winter Olympics in Vancouver. Also in 2010, Samsung will introduce a full-range of 3D ready HD TVs and the world's first transparent MP3 player with an AMOLED display.