

Apple and Samsung: Macro & Micro-Environmental Forces

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Executive Summary

There are notable impacts of globalization on the performance of companies. Evidently, there is need for adoption of more strategic measures. These are applicable within all business operations. Marketing, organizational leadership and collaborations are important.

These factors are eminent within this report. Apple and Samsung companies face these challenges. The companies are associated with the contemporary Samsung galaxy s3 and iPhone 4s. The companies have remarkable performance and development history (Murray-Webster & Williams, 2010).

They also have wide range of trade networks and product portfolio. They produce electronic gadgets that have diverse functional capacities. The report analyses the macro and micro-environmental forces that influence performance of these companies. There are vital lessons drawn from the analysis of these two companies.

Introduction

This paper analyzes the Apple and Samsung companies. They are renowned global electronic producing corporations. In particular, Samsung Corporation manufactures TVs and mobile phones. Presently, it produces the modern Samsung galaxy s3. On the other hand, Apple Company produces the iPhone 4s. These corporations are notable global competitors.

Their products are highly popular and acceptable within various global destinations. Indicatively, the two companies depict a high level of innovative technology (Palmer, 2004). This is notable from the period of their inception. The report examines various business factors influencing competition and success in these two companies. Various strategic tools of analysis are applicable in the process.

Macro Environment Of Samsung Electronics Essays

Tony Michell



Macro Environment Of Samsung Electronics Essays:

Strategic Analysis of Samsung Electronics Chebet Brenda Koech, 2025-08-13 Seminar paper from the year 2025 in the subject Business economics Miscellaneous grade 64% course Strategic management and Leadership language English abstract Samsung Electronics continuously innovates to shape the future and they are exploring the unknown to discover technologies to assist people all over the world to lead happier and healthier lives This paper analyses the Samsung Macro business environment A firm's external environment includes the general environment often referred to as the macro environment the industry competitor and market environment Therefore it is crucial to understand the factors that can affect the environment that the firm operates in To understand Samsung's macroenvironment one framework to be used is PESTEL an acronym that stands for Political economic Social Technological environmental and legal SAMSUNG COMPETITION ANALYSIS USING THE FIVE FORCES INDUSTRY ANALYSIS TOOL Deep understanding of the five forces that shape the profitability of a firm in any industry Samsung faces competition across its diverse business segments hence the need to understand Samsung's competitors as analyzed in this paper SAMSUNG SWOT ANALYSIS The SWOT analysis a multidimensional tool for strategic analysis helps to identify an organization's internal factors strengths and weaknesses and its external factors linked to its environment weaknesses and threats SAMSUNG VRIO FRAMEWORK The Value Rarity Imitability and Organization VRIO framework addresses the internal environment of an organization An organization can attain a competitive advantage if it has resources capabilities that are valuable rare and costly to imitate Summary of Samsung resource based view resources ANALYSIS OF SAMSUNG'S CURRENT AND FUTURE CHALLENGES INNOVATIVE REACTIVE AND PROACTIVE STRATEGIES FOR SAMSUNG TO SURVIVE Samsung needs to be deliberate in tackling global environmental challenges by using innovative technologies Samsung's international strategy. An Analysis Fei Ying, 2016-08-25 Essay from the year 2016 in the subject Business economics Offline Marketing and Online Marketing course international business language English abstract Samsung Group is a giant multinational enterprise composed of more than thirty affiliated corporations in various industries Samsung Group is acting a significant of roles including supplier designer engineer and producer etc As a global conglomerate Samsung has achieved a great success in both domestic and foreign markets Samsung mobile business has contributed enormously to the whole company providing mobile phones that satisfy consumers needs Samsung maintain the first position with innovated products such as the Galaxy S5 Galaxy Note 4 and Galaxy Note edge across the whole mobile and smartphone markets in the world in 2014 A closer look will be taken on Samsung's mobile communications business As Samsung intends to expand global footprint international business strategy would be adopted inevitably by the company The purpose of this paper is to exam a case of Samsung Mobile and explores how the environment impacts on Samsung's international strategy by using appropriate strategic tools Samsung Electronics and the Global Market. The History and the Competitive Advantage Giulia Knöpfle, 2016-05-31 Research Paper

undergraduate from the year 2016 in the subject Business economics Offline Marketing and Online Marketing University of California Santa Barbara language English abstract This research paper deals with Samsung Electronics with its history and the competitive advantage The economy and the culture in South Korea are also addressed The last chapter is about Samsung's global marketing strategy especially market entries and the marketing mix International trade is anything but a novelty it has begun before Christ but the importance of trade has sharply increased since then Nowadays we talk about global markets and it is necessary to be aware of the importance of global marketing otherwise companies risk losing domestic customers to competitors with cheaper or better products The Fortune Magazine scrutinizes the revenues of large global players every year and publishes a list of the Global 500 that ranks the global companies by their sales strength Samsung Electronics was number thirteen in that list in the year 2015 Thus it is worth looking at this great company and the corresponding environment more closely The purpose of this study is to find out how Samsung shapes its global marketing strategy As Samsung is a gigantic conglomerate with lots of subsidiaries I will restrict this thesis to Samsung Electronics which operates in the electronics industry As Samsung Electronics is still a huge company acting in many business areas with plenty of products on several markets I will limit this research again to the business sector of smartphones

Samsung Electronics Tony Michell, 2010-06-28 This book views Samsung Electronics in terms of corporate life cycle as well as product portfolio and strategy It also examines the issues Samsung faces as it proceeds further into the 21st century Written from the perspective of an experienced commentator on Korean and global business this book presents not simply a narrative or an adulatory and uncritical account of Samsung's rise but a considered analysis of the secrets of success that both business students and CEOs will want to read and consider applying to their own companies

Samsung Electronics and the Struggle for Leadership of the Electronics Industry Anthony Michell, 2011-09-29 This book views Samsung Electronics in terms of corporate life cycle as well as product portfolio and strategy It also examines the issues Samsung faces as it proceeds further into the 21st century Written from the perspective of an experienced commentator on Korean and global business this book presents not simply a narrative or an adulatory and uncritical account of Samsung's rise but a considered analysis of the secrets of success that both business students and CEOs will want to read and consider applying to their own companies

Historical Review of Samsung's Innovations and Further Steps Jiwon Han (S.M.), Sloan School of Management, 2011 Samsung Group has been growing rapidly for the last ten years based on Korean exclusive historical and economic backgrounds Especially Samsung Electronics the biggest subsidiaries in the Samsung Group has grown very fast in that period with the technological background the features of the digital era and disruptive technology and the other background Korean domestic situation also makes Samsung Group grow so fast In the most adverse economic environment the Korean government supported Samsung Group entirely and their Frankfurt Announcement in 1993 was meant to get over Asian Financial Crisis in 1997 Their distinctive factors to be successful are their structures the triangle structure and the

vertically integrated structure among the subsidiaries The triangle structure stands for the ownership future strategy office and the professional CEOs of subsidiaries and it provides the fast decision making process and the vertically integrated structure helps Samsung Group finding the new opportunity I review their history and the backgrounds which influenced on them and diagnose their internal successful factors with the specific cases and try to find out their factors by comparing them with LG Electronics the domestic competitor which went through the same historical and economic situation and with Sony which used to be the insurmountable top company to Samsung Electronics and currently becomes the big competitor

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