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SAMSUNG GROUP SWOT & PESTLE ANALYSIS

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Company Name : Samsung Group

Company Sector : Diversified

Operating Geography : South Korea, Asia, Global

About the Company : Samsung Group is a South Korean company founded by Lee Byung-chul in 1938. Its headquarters are located in Seoul, South Korea. It is the largest conglomerate company in South Korea. The company had initially been set up as a grocery and later expanded into textiles. This textile business was then diversified to help it achieve full autonomy with investments being made in the heavy industries, ship building, chemical and petrochemical industries. The company's foray into the electronic market came as late as 1969 with the manufacturing of black and white televisions. By 1970, it had achieved a 50 percent stake in the Korean Semiconductor sector. Later on, an aerospace and Data Systems segment was also introduced which was the beginning of the company's entry into the information technology services sector. This helped the company deal in electronics, semiconductors, high-polymer chemicals, genetic engineering tools, telecommunications, aerospace, and nanotechnology. Today it has many businesses under one brand name Samsung and deals in diverse products ranging from electronics, home appliances, apparels and electronic components. The company has also gained the distinction of seeing 46 of its products gaining CES® 2020 Innovation Awards, which includes three Best of Innovations titles. The company employs more than 320,671 employees worldwide as per early 2019 records.

Samsung's mission statement reads, "We will devote our human resources and technology to create superior products and services, thereby contributing to a better global society." Its vision is to "Inspire the world with our innovative technologies, products and design that enrich people's lives and contribute to social prosperity by creating a new future". The 2020 specific vision of the company is "Vision 2020: Inspire the World, Create the Future".

Revenue :

KRW 230.40 trillion – FY ending Dec 2019 (YoY growth negative 5.4%)

KRW 243.77 trillion – FY ending Dec 2018 (YoY growth 1.7%)

KRW 239.6 Trillion – FY ending Dec 2017

SWOT Analysis :

The SWOT Analysis for Samsung Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong and popular brand 2.Distinctive Designs 3.Opting for an open source operating system 4.Focuses on pricing, cost and quality 	<ul style="list-style-type: none"> 1.Too large product diversity and low on quality 2.Does not have own OS
Opportunities	Threats
<ul style="list-style-type: none"> 1.Huge scope in Indian Market 2.Acquiring new companies 	<ul style="list-style-type: none"> 1.Huge Competition 2.Chinese Manufacturers

PESTLE Analysis :

The PESTLE Analysis for Samsung Group is given below:

Political	Economical
1.Unstable government in different parts of the world.	1.Developed zones 2.Economic Crisis
Social	Technological
1.Act in local conditions of the nation in which they are operating	1.First to offer latest technology
Legal	Environmental
1.Legal copyright issues 2.Employee payment accusations	1.Social responsibility

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