

# Samsung Electronics Co. Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Samsung Electronics Co. Ltd. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Samsung Electronics Co. Ltd. and its competitors. This provides our Clients with a clear understanding of Samsung Electronics Co. Ltd. position in the [Semiconductor](#) Industry.

The report contains detailed information about Samsung Electronics Co. Ltd. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Samsung Electronics Co. Ltd.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Samsung Electronics Co. Ltd. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and

company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Samsung Electronics Co. Ltd. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Samsung Electronics Co. Ltd. business.

### **About Samsung Electronics Co. Ltd.**

Samsung Electronics Co., Ltd., through its subsidiaries, engages in the manufacture and sale of semiconductors, telecommunication products, home appliances, and digital media products.

#### Segments

The company operates in four segments: Digital Media, Telecommunication Network, Semiconductor, and LCD.

#### Digital Media business

The company's digital media business produces a range of products, including digital televisions with monitors; audio-visual devices, such as blu-ray disc player; and all-in-one colour printers. Its product lineup includes refrigerators, air conditioners, washers, ovens, vacuum cleaners and other appliances.

#### Telecommunication Network business

The company offers a range of mobile phones, including 3G and multimedia phones, in

addition to telecommunication systems. It also offers personal computers and MP3 players.

### Semiconductor business

This segment consists of three major divisions: Memory, Large Scale Integration (LSI), and Storage. In the memory category, the company engages in the development of new memory devices, multichip packages, fusion memory; and the commercialization of nanotechnology. It operates in the dynamic random access memory (DRAM), static random access memory (SRAM), and flash markets. LSI division focuses on five main areas: display driver ICs (DDIs), smartcard chips for SIM cards, navigation application processors, CMOS image sensors, and systems-on-a-chip (SoCs) for media players. Storage division produces hard disk drives that provide high data storage capacity to both mobile devices and digital home appliances.

### LCD business

The LCD business produces panels for TVs, digital information displays, notebook PCs and desktop monitors, as well as various display panels for mobile products, such as mobile phones, game consoles, PDAs and MP3 players.

### Significant Events

On June 26, 2009, Samsung Electronics Co. Ltd. has teamed up with Kraft Foods Inc. to build a new breed of 21st-century vending machines.

Uni-Pixel Inc. has a joint development agreement with Samsung Electronics Co., Ltd. Under terms of the agreement, UniPixel and Samsung would collaborate on advancing the development efforts around UniPixel's TMOS display technology.

Sandbridge Technologies, Inc. has partnered with Samsung Electronics Co. Ltd. to develop an LTE capable platform based on Sandbridge's technology. The LTE communication system is powered by Sandbridge's SB3500 flexible base band processor, a multi-core, multi-threaded, dynamically reprogrammable processor.

International Business Machines Corp., Chartered Semiconductor Manufacturing Ltd. Infineon Technologies AG, Samsung Electronics Co. Ltd. and STMicroelectronics NV have defined and are jointly developing a 28nm, high-k metal gate (HKMG), low-power bulk complementary metal oxide semiconductor (CMOS) process technology.

On April 23, 2009, Samsung Electronics Co. Ltd. has launched a joint venture with a sister company to produce light-emitting diodes (LED's) used mainly in TV's and other displays. SAMSUNG LED CO., a 50-50 joint venture with Samsung Electro-Mechanics Co. Ltd., is based in Suwon, 46 km south of Seoul.

On May 18, 2009, Hynix Semiconductor Inc., LG Electronics Inc., Samsung Electronics Co. Ltd. and Silicon Image Inc. announced the formation of an industry consortium that promotes Serial Port Memory Technology (SPMT) for market adoption as an industry standard.

In July 2009, ARM, Chartered Semiconductor Manufacturing Ltd., International Business Machines Corp., Samsung Electronics Co. Ltd., and Synopsys Inc. announced an agreement to develop a technology enablement solution for the design and manufacture of mobile Internet-optimized devices.

Broadcom Corp., Cisco Systems Inc., DIRECTV Group Inc. and Samsung Electronics Co. Ltd. are forming an alliance to develop a specification for a full-featured 'pixel accurate' Remote User Interface (RUI) that would form the core of the new RVU technology.

The company and DiVitas Networks Inc. announced that, with support from Microsoft, have worked to enable enterprise-class fixed mobile convergence and unified communication on Samsung phones based on the Microsoft Windows Mobile platform.

On September 16, 2009, Paragon Software Group and Samsung Electronics Co. Ltd. announced that they have signed a partnership agreement to offer Paragon's mobile applications through Samsung's on-device Application Store [www.samsungapps.com](http://www.samsungapps.com). Samsung mobile customers would be able to access the Application Store directly on their smartphones by simply selecting the Application Store icon.

On October 7, 2009, Samsung Electronics Co. Ltd. signed a deal with a Russian company to expand its supply of wireless Internet technology across Russia. The deal with Yota, a provider of the WiMAX service, would facilitate the expansion of wireless Internet connections to 38 additional Russian cities, the South Korean company.

On October 26, 2009, Huawei Technologies Co. Ltd. and Samsung Electronics Co. Ltd. jointly announced the LTE IOT (Interoperability Test) in Europe in November to verify the interpretability of LTE network infrastructures and device terminals.

In November 2009, Unidym Inc. has entered into a joint development agreement with Samsung Electronics Co. Ltd., to jointly integrate carbon nanotube materials as the transparent conductive layer in display devices.

## History

Samsung Electronics Co., Ltd. was founded in 1938. The company was formerly known as Samsung Electronics Manufacturing and changed its name to Samsung Electronics Co, Ltd. in 1984.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.

The complete financial data is available for publicly traded companies.



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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

### Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

### **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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