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Abstracts

Introduction:

Samsung is a multinational electronic company.

In order to expand its business, the company uses various strategies.

Product development is basic expansion strategy that is used by company.

Samsung employs product development as its key strategy for expansion.

According to this strategy, the company should provide attractive products to enhance its market share and growth.

This strategy is implemented by company by innovation in procedures of research and development.

With this expansion strategy, Samsung sees innovation as a main factor of success.

By this strategy, the company makes new products and services in market of mobiles and home appliances.

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