

Samsung Electronics Report 2012-2017: Strategy & Prospects in the LTE Era

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Abstracts

Between 2010 and 2011 Samsung saw a period of rapid growth in the telecoms market with an impressive array of mobile handsets, smartphones and tablets. Having gained majority market shares in several major regions the key question now is whether or not the company can continue to grow and what strategies they will employ to retain their market standing. Our research shows that in 2012 the company stands to achieve revenues of \$48 billion from the sale of mobile handsets alone.

On the verge of global LTE availability operators and OEMs are positioning themselves for the transformative impact that the next generation of mobile networks will have on the telecoms landscape. In this timely and holistic report Samsung's LTE business models and strategies are revealed and analyzed. New device categories are detailed along with an analysis of the unique selling points for the company's flagship products in the smartphone, tablet and Smart TV space.

With the Connected Home in the early adopter phase how well are Samsung positioned to capitalise on this potentially lucrative market? In this report we detail the range of Smart consumer devices and appliances that Samsung are producing; which we believe could further strengthen the company's position as a market leading consumer electronics giant.

What makes this report unique?

Visiongain consulted widely with industry experts and full transcripts from these exclusive interviews are included in the report. As such, our reports have a unique blend of primary and secondary sources providing informed opinion. This approach allows insight into the key drivers and restraints behind market developments, as well as

identifying the leading companies. The report also presents a unique blend of qualitative analysis combined with extensive quantitative data including global, submarket and national markets forecasts from 2012-2022 - all highlighting strategic business opportunities.

Why you should buy The Samsung Electronics Report 2012-2017: Strategy & Prospects in the LTE Era

148 pages of comprehensive analysis

An exclusive visiongain interview with an expert from-

Samsung

102 tables, charts, and graphs that quantify, analyse and forecast Samsung's market standing between 2012-2017.

Forecasts and analysis of Samsung's expected performance between 2012-2017 including -

Global revenues

Global profits

Mobile handset shipments

Smartphone shipments

Tablet shipments

Mobile handset market share in 8 national markets

Regional Samsung mobile revenue forecasts for the period 2012-2017

North America

Latin America

Europe

Asia Pacific

Middle East and Africa

Regional Samsung mobile handset, smartphone & tablet shipment forecasts
from 2012-2017

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Latin America

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Middle East and Africa

Top 3 smartphone manufacturers market share

A SWOT analysis of Samsung

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COMPANIES LISTED

3

3 Denmark

3 Italia

3 UK

8ta

A1 Telekom

Agri-Valley Broadband

Aircell

AIS - TOT

Al Madar

Alaska Communications

Alcatel-Lucent

Algar Telecom

Andorra Telecom

Antel

Appalachian Wireless

Apple Computer Inc.

Armentel

Arqiva

Asiaspace

AT&T

AT&T Mobility

Augere

Avea

Bakrie Telecom

Base Telecom

Batelco
Bayan Telecommunications
BayRICS
Beeline
Belgacome
Bell
Bell Mobility
BeST
Bharti Airtel
Bite
Bluegrass Cellular
Bouygues Telecom
BSNL
BTC
BusinessWeek
C Spire Wireless
Carolina West Wireless
Celcom
Cell C
Cellcom
Cellular South
CenturyTel
Chariton Valley Comms
Cheil Worldwide
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China Telecom
Chunghwa Telecom
City of Charlotte Council
Claro
Clear Mobitel
CLEAR mobyl
Clearwire
Commnet Wireless
Compaq Computer Corporation
Convergence Technologies
Cosmote
Cross Telephone
CSL Limited
Custer Telephone

Dedicado
Dell Inc.
Deutsche Telekom
Dialog Axiata
DiGi
Dish Network
DNA
DPC/AIS
Du
E Plus
Elisa
Emobile
EMT
Energy Australia Ausgrid
Entel Movil
Entel PCS
ERA/T Mobile
Etex Telephone Co-op
Etisalat
Etisalat Misr
Everything Everywhere
Fitel
FPT Telecom
Fujitsu
Gateway Inc.
Glo Mobile
Global Mobile
Globe
Google
H3G
Hewlett-Packard Company
HTC
Hutchison 3
ICE
Indosat
International Business Machines Corporation (IBM)
Kcell
KDDI
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KPN
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Samsung Life Insurance

Samsung Semiconductor Inc.
Samsung Techwin
SaskTel
Seagate Technology
SFR
Sharp
SingTel
SK Telecom
Sky Brazil
Smart Communications
Smartone
Softbank Mobile
Sonaecom
Sony
Sony Ericsson
SpeedConnect
Sprint
Starcomms
Starhub
STC
Strata Networks
Sunrise
Swisscom
T Mobile
T Mobile Slovensko
T Mobile USA
TDC
Telcel
Tele2
Tele2 Sweden
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Telstra
Telus
Texas Energy Network
T-Hrvatski Telekom
Thumb Cellular
Tikona Digital
Ting
TMN
T-Mobile
Triatel
True Move
Tunisia
Turkcell
U Mobile
U.S. Cellular
UCell
UK Broadband
UME EPM
United Wireless
Unitel
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VHA
Videotron
Viettel
Vimpelcom
VIPNet
Viva
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Vivid Wireless
Vivo
Vodacom
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Vox

WBS

Wind

Wind Mobile

Woosh

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ZTE

ORGANISATIONS MENTIONED

BusinessWeek

Industrial Designers Society of America

Institute of Electrical and Electronics Engineers - IEEE

Interbrand

Reputation Institute

Sao Paulo Military Police

SEC

US Department of Justice

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