



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

SAMSUNG

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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Executive Summary

This assignment is about identifying the problem with the product. The company that I have chosen is Samsung Company. From their variety of products, I have chosen Samsung TV to do my analysis. In this case study, I have done the SWOT analysis to identify the strength, weaknesses, opportunities, and threats of the TV. The main problem I identified on this product is the Customer Dissatisfaction on the quality complained by the users. From the problem, I can come up with the best solution which Samsung electronics should concentrate on producing products at high quality because most of the users came to know about the Samsung brand.

2.3 Product and Service

2.3.1 Product

Samsung, South Korean company that is one of the world's largest producers of electronic devices. Samsung specializes in the production of a wide variety of consumer and industry electronics, including appliances, digital media devices, semiconductors, memory chips, and integrated systems. Products that have been produced by Samsung including smartphones, tablets, audio sound, watches, smart switch, mobile accessories, TVs, sound devices, refrigerators, laundry, air solutions, cooking appliances, monitors and memory storage.

2.3.2 Services

- **Feasibility Study & Financing**

Samsung Engineering is equipped to perform feasibility studies for its entire project range. In addition to that important step in the pre-commissioning process, Samsung Engineering can also offer its clients assistance in securing competitive financing thanks to its relationships with a network of stable, global financial institutions. By conducting the feasibility study and financial services, Samsung Engineering is able to offer prudent and realistic advice for executing EPC projects.

- **Engineering**

Samsung Engineering has experience in a broad range of engineering assignments, from Front End Engineering & Design (FEED) to basic and detailed engineering. The company uses proven processes and collaboration tools—such as its Integrated Computer Aided Engineering (ICAE)—to develop innovative solutions to difficult problems quickly and efficiently.

- **Procurement**

Samsung Engineering's International Procurement Office is committed to promoting a culture of shared prosperity at all levels of its procurement chain. By selecting only the most competitive vendors, equitable contracts and reliable delivery systems, we are able to dependably provide the highest quality products to our clients all around the world.