



اَوْبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

SAMSUNG

COMPANY ANALYSIS

THE SAMSUNG GROUP

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & : FACULTY SPORT SCIENCE AND MANAGEMENT

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EXECUTIVE SUMMARY

This project is an attempt to know how the theorist can be applied to a practical situation. As a student in UITM Arau, it is a part for everyone to undergo a case study project. So, for this purpose, I got the opportunity to research a company which manufactured the same product that I want to develop, which is Samsung phone company that also develops power bank, currently based in Malaysia.

In this first part of the project report, I able to collect general information of the company such as the background of the company, technology used and different kind of furniture that the company manufactured.

In the second part of the project report, by doing the SWOT analysis, I able to distinguish the strength, weakness, opportunities and threats of this company and figure out a better technology system solution that can be implemented in the company to cope the current issues that opposed by the company. The strategy and planning to improve the existing system are essential in business development growth.

to the improvement of people's lives. Samsung frequently refers to a shortened version of this corporate vision: "*Vision 2020: Inspire the World, Create the Future.*" The company extensively implements this statement throughout its subsidiaries' operations in the consumer electronics, computing technology, and semiconductors industries.

2.2. Organizational structure



2.3. Products / Services

Samsung name is associated with innovation, quality, reliability and value. Their commitment to high quality product and services specifically designed for Australian conditions has resulted in the sale of over 120,000 Samsung communications solutions, since 1985. Samsung product is:

- Mobile
 - Smartphones
 - Tablets
 - Watches
 - Accessories
- Home appliances