



اُونِيُوَرَسِيْتِي تِي كُونُوَلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**UNIVERSITI TEKNOLOGI MARA (UiTM) MUKAH CAMPUS**

**FACULTY OF BUSINESS MANAGEMENT**

**DIPLOMA IN BUSINESS STUDIES (BM111)**

Operation Management (MGT345)

Group Assignments

Student's Name : 1. Mas Syafiq Azizan Bin Matzrol (2014298404)  
2. Edda Khaleedza Binti Sahari (2014127723)  
3. Nurshafiqah Binti Daud (2014382765)

Group : M2

Lecturer's Name : Mdm. Noor Emma Binti Shamsuddin

Date of Submission : 9<sup>th</sup> September 2016

## Table of Contents

No	Contents	Page
1.	Acknowledgements	1
2.	Introduction	2 – 3
3.	Company Profile 3.1 Company Background	4 – 5
4.	Product Life Cycle 4.1 Introductory Stage 4.1.1 Product Pricing 4.1.2 Pricing Strategy 4.1.3 Company Competitor 4.2 Growth Stage 4.2.1 Product Application 4.2.2 Product Life Cycle Assessment 4.2.3 Type of Consumer Product 4.2.4 Marketing Mix of LG ( Product, Place, Price, Promotion) 4.3 Maturity Stage 4.3.1 Political Analysis 4.3.2 Economic Analysis 4.3.3 Technological Analysis 4.3.4 Socio-Cultural Analysis 4.4 Decline Stage 4.4.1 SWOT Analysis 4.4.2 Roots of Competitive Advantages	6 – 18
5.	Conclusion	19
6.	References	20

## 1.0 Acknowledgements

We would like to express our deepest appreciation to all those who provided us to the possibility to complete this report. A special gratitude we give to our God the Almighty for giving us the chance to make this report and our Operation Management lecturers, Mdm. Noor Emma Binti Shamsuddin, whose contribution in stimulating suggestions and encouragement helped us and our members group to coordinate our project especially in writing this report.

Furthermore we would also like to acknowledge with much appreciation to our parents, who gave the us all required equipment such like money to buy and to having the necessary materials' to complete this report. Special thanks go to our course mate, who help us to assemble the parts and gave suggestion about this task. Last but not least, many thanks go to the head of the project, UiTM's students whose have invested his/her full effort in guiding the team in achieving the goal. We have to appreciate the guidance given by other supporter as well as the other students and our friends especially in our project presentation that has improved our presentation skills thanks to their comment and advices.

## 2.0 Introductions

In 1958, LG Electronics was founded as *GoldStar* (Hangul: 금성). It was established in the aftermath of the Korean War to provide the rebuilding nation with domestically-produced consumer electronics and home appliances. LG Electronics produced South Korea's first radios, TVs, refrigerators, washing machines, and air conditioners. GoldStar was one of the LG groups with a sister company, Lak-Hui (pronounced "Lucky") Chemical Industrial Corp. which is now LG Chem and LG Households.

GoldStar merged with Lucky\_Chemical and LG Cable in 1995, changing the corporate name to Lucky-Goldstar, and then finally to LG Electronics.

In 1978, LG Electronics earned US\$100 million in revenue from exports for the first time in its history. Rapid growth by globalization saw the company establish its first overseas production, based in the United States, in 1982. In 1994, GoldStar officially adopted the LG Electronics brand and a new corporate logo. LG Electronics acquired the US-based TV manufacturer Zenith. In 1995, LG Electronics made the world's first CDMA digital mobile handsets and supplied Ameritech and GTE in the US. The company was also awarded UL certification in the US. In 1998, LG developed the world's first 60-inch plasma TV, and in 1999 established a joint venture with Philips – LG Phillips LCD – which now goes by the name LG Display.

In order to create a holding company, the former LG Electronics was split off in 2002, with the "new" LG Electronics being spun off and the "old" LG Electronics changing its name to LG EI. It was then merged with and into LG CI in 2003 (the legal successor of the former LG Chem), so the company that started as Goldstar does not currently exist.

LG Electronics plays a large role in the global consumer electronics industry. LG launched the LG Chocolate mobile phone in 2005 and is the second-largest LCD TV manufacturer worldwide as of 2013. By 2005, LG was a Top 100 global brand, and in 2006 LG recorded a brand growth of 14%. Its display manufacturing affiliate, LG Display, as of 2009 was the world's largest LCD panel manufacturer. In 2010, LG Electronics entered the smart phone industry. Since, LG Electronics continued to develop various electronic products, such as releasing the world's first 84-inch ultra-HD TV for retail sale.

On 5 December 2012, the antitrust regulators of European Union fined LG Electronics and several other major companies for fixing prices of TV cathode-ray tubes in two cartels lasting nearly a decade.

## 3.0 Company Profile

### 3.1 Company Background

#### LG Electronics (Televisions)

LG Electronics launched an OLED TV in 2013 and 65-inch and 77-inch sizes in 2014. LG Electronics introduced its first Internet TV in 2007, originally branded as "Net Cast Entertainment Access" devices. They later renamed the 2011 Internet televisions to "LG Smart TV" when more interactive television features were added, that enable the audience to receive information from the Internet while at the same time watching conventional TV programming.

In November 2013, a blogger discovered that some of LG's smart TVs silently collect filenames from attached USB storage devices and program viewing data, and transmit the information to LG's servers and LG-affiliated servers. Shortly after this blog entry went live, LG disabled playback on its site of the video, explaining how its viewer analytics work, and closed the Bright cove account the video was hosted on.

LG's remote uses Hillcrest Labs' Free space technology to allow users to change channels using gestures and Dragon Naturally Speaking technology for voice recognition.

As of 2014, LG is using web OS with a ribbon interface with some of its smart TVs. LG reported that in the first eight months after release, it had sold over 5 million web OS TVs.

In 2016, exclusively to India, Indian arm of South Korea's LG Electronics Inc started selling a TV that would reject mosquitoes. It uses ultrasonic waves that are silent to humans but cause mosquitoes to fly away. It was released on June 16, 2016. The technology was also used in air conditioners and washing machines. The TV is aimed for lower-income consumers living in conditions that would make them susceptible to mosquitoes.

LG Electronics manufactures a wide range of smart phones and tablet devices. Other than the G3, LG officially unveiled the curved smart phone, G Flex, on 27 October 2013. LG has released it in South Korea in November 2013, and later announced releases in Europe, the rest of Asia, and North America. At Consumer Electronics Show in January 2014, LG announced an U.S. release for the G2 across several major carriers. In 2015, LG has released LG G4 globally in late May through early June.