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In the case of Samsung, the buyers increasingly prefer them because of their quality products

and their credibility of supplying goods timely. Technological advancements have brought forth an explosion of information that is easily accessible to the public through the internet and other media like television, radio, mobile phones, etc.

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This case study looks at the journey's that Samsung went through, they went from a company focus on manufacturing to well known for the excellent product designs. The case discusses how the company came about to use the design as a way to differentiate themselves and create a competitive advantage.

Case Study On Samsung Electronics Journey

Samsung case study 1. CASE STUDY SAMSUNG ELECTRONICS CO 2. TABLE OF CONTENTS 1.1 Acknowledgment 1.2 Introduction 1.3 SWOT Analysis 1.4 Segmentation strategy 1.5 Market Targeting 1.6 Positioning Strategy 1.7 Product strategy 1.8 Price strategy 1.9 Value chain strategy 1.10 Promotion strategy 1.11 Financial status 1.12 Recommendation to management 1.13 Attachments of Samsung Products

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Moreover, as per the case study of Samsung the company has been facing tough competition from the Chinese products which are available at a very low price in the Asian Market. As per the case study of Samsung, current trend of digital market has brought upon immense threat on the company because of the lightning deals they offer.

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