

Subject Name and Module Code:
The Organisation Name:
Impact of Modern Technology on Samsung

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Background of Chosen Organisation

- Samsung is a Korean based company producing electronic devices in large quantity.
- Firm specialise in production of appliances, media devices, memory chips and integrated systems
- Samsung was founded as a grocery trading store on March 1, 1938.

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Background of Chosen Organisation

- Samsung was founded by Lee Byung-Chull.
- He started his business in Taegu, Korea
- Samsung first entered in electronics industry in 1969.
- Samsung has created two research and development institutes
- That widen the technology implemented by Samsung in line.
- “We will dedicate our human resources and technology to form superior products by contributing to a better society”.
- In early years Samsung used Qwerty Keypads in mobiles and sells CRT televisions globally.

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Challenges before Introducing Technology

- Before introducing technology Samsung market products by attending trade fairs for its products.
- Provide print brochures
- Through Poster Advertising

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Challenges before Introducing Technology (Cont`d)

- Without Technology Samsung Sell goods through door to door selling.
- Through conducting trade shows Samsung reach to customers and suppliers without technology.

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Challenges before Introducing Technology (Cont`d)

- Samsung had to penetrate of offline phone market.
- Gaps in Samsung portfolio gave chances to rivals to sale smart phone brands and they ate market share easily.

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Insight of Modern Technology Introduced online shopping

- BIGGER RANGE OF CHOICES
- EASIER AND FASTER
- CUSTOMER ASSISTANT
- NOT ABLE TO ANALYZE THE PRODUCT
- PROBLEM WITH DELIVERIES OR PRODUCTS

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Insight of Modern Technology Introduced online payments

DIFFERENT METHODS OF PAYMENTS:

- CREDIT AND DEBIT CARDS
- PAY PAL
- PAYPAL CREDIT
- KLARNA
- VOUCHER CODES
- TRADE IN
- SAMSUNG UPGRADE PROGRAM

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Insight of Modern Technology Introduced click and collect

- “BUY ONLINE PICK UP IN STORE”
- LOW FEES OR NO FEES FOR TRANSACTIONS
- PLENTY COLLECTION PLACES
- CUSTOMER ASSISTANT
- TRACK YOUR ORDER
- RETURNS AND CANCELATIONS

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Impact of Modern Technology

- The use of modern technology in Phones helps customers to keep data safe and secure through maintaining privacy.
- The advanced biometric protection help customers to maintain privacy.

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Impact of Modern Technology (Cont`d)

- The modern technology has helped employees of Samsung to learn new skills and help customers to make their lives easy.
- The new technology implemented by Samsung increase sales and profit margins of Suppliers of Samsung.
- Through new technology Samsung increase business sustainability opportunities

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Impact of Modern Technology (Cont`d)

- The new technology implemented by Samsung create rivalry among firms in global industry.
- Imitation of electronic products by rivals
- Increase in lawsuits and legal restrictions
- Increase in prices of products due to implementation of Technology

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Lessons Learned from This Case Study

- I have learned that implementing new technology in business help firms to
- Increase sales and profit
- Helps to decrease cost
- And helps firms to get sustainable competitive advantage in market

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Lessons Learned from This Case Study (Cont`d)

- Technology helps firms to enhance the productivity of employees
- It also helps firms to derive down cost
- Technology assist firms to increase profit margins
- When firms like Samsung use modern technologies, this helps them to achieve economies of scale

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Thank You!