



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Programme: BA Business Management

Marketing Fundamentals

Module code: LCBB4004

Assessment 1

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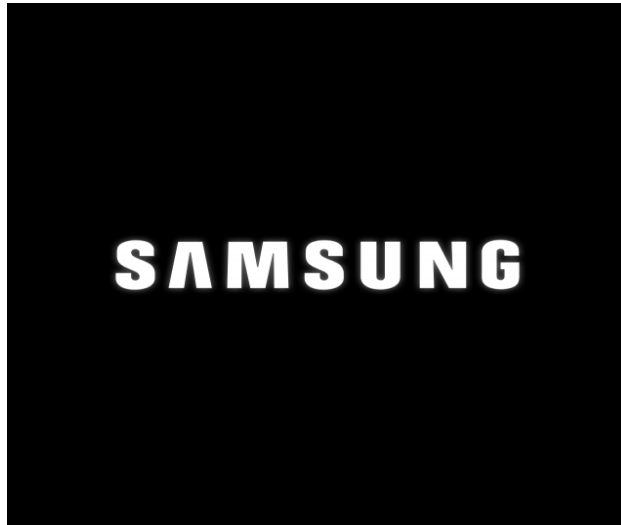
Table of Contents

Introduction.....	3
About Us	4
Our products.....	5
Cost of products	7
Place of the products.....	8
Advertisement and promotion.....	10
Conclusion	11
References.....	12

Introduction

Samsung Plc is one of the most well-known technological service providers. Samsung Plc has a number of service businesses that are dedicated to providing appropriate services depending on different technologies. The prices of items from different brands might differ in different areas. Even with such physical locations, Samsung Plc maintains a diverse presence online. From the other hand, their homepage is divided into four parts, each of which is devoted to a certain product. Consumers may obtain tailored product recommendations via their smartphone depending on their buying preferences and other factors. All of Samsung Plc's engineering is quick, and it provides safety and reliability in a variety of settings. Aside from this one, our goods have the ability to be effective. From the other hand, all of our items come in a variety of sizes. Many of these attachments are very versatile and appropriate for users of all ages.

About Us



Samsung Plc is a well-known company in the tech company. They are in charge of research and development, manufacture, distribution, and advancement, as well as technical services. The London Stock Exchange has registered Samsung Plc as a publicly listed company (Funk et al., 2016). Companies already have a £14.5 billion operating revenue and operate all over the globe. As a consequence, Samsung Plc is one of the world's leading technological

companies. Companies are amongst the world's largest major technological product and service providers, and their success is totally dependent on advertising management and processes. There at conclusion of 2020, Samsung Plc will have about 1,225,000 workers. Upon that contrast, towards the conclusion of the calendar year after 2019, they used to have a turnover of £280.1 billion. In 2019, Samsung Plc had a brand recognition of £300.8 billion. As a result, these blogs shall show the complete issue from Samsung Plc's perspective.

Our products

Samsung engineering: Samsung Plc has a variety of brands that are centered on supplying appropriate items to targeted clients for a variety of reasons (Tong et al., 2020). All of Samsung Plc's engineering is quick, and it provides safety and reliability in a variety of settings. As a result, Samsung Plc's technology is proving to be successful in offering a pleasant and quality services.

Cloud services: Samsung Plc offers one of the greatest cloud computing in the United Kingdom. There are a variety of services available, including data storage, improving the software, and so forth (Al-Surmi et al., 2020). As a result, Samsung Plc is responsible for all cloud-related services.

Consumer electronics: Samsung Plc has indeed been involved in the production of consumer technology. We manufacture consumer devices for both business and personal use. If you're seeking for upgraded consumer technology at a low price, you should check out Samsung Plc's consumer devices. We provide high-quality items including both personal and domestic use.

Features of the product: Our items have a reputation for being of superior quality. Aside from this one, our goods have the ability to be effective. We are developing items and accessories that would be very pleasant for the people who would be using them. Following this, our products is

able to keep up with current market trends in the sector. From the other hand, all of our items come in a variety of sizes. Our goods are reasonably acceptable to clients due to their vast variety of features. Thus, these would be the primary characteristics linked with Samsung Plc's goods that might have a significant influence on marketing success (Sinha and Sheth, 2018).



Accessories for home appliances: We will also be offering a large number of athletes accoutrements for household appliances. Many of these attachments are very versatile and appropriate for users of all ages.

Cost of products

Samsung engineering: The Samsung engineering service has been our most popular offering, and we make every effort to maintain a competitive price plan. We offer a large selection of items, and this product selection is beneficial to those who are enthusiastic in doing their shopping experiences. The prices of the items might vary significantly across all of the brands in a variety of ways (Lo and Campos, 2018). According to the competitive market policy, the prices of these items will remain around £40 to £500 in this region.

Consumer electronics: Cost plus pricing is being used to determine the price of consumer technology while it is being determined. Our consumer gadgets are more expensive than those of our competitors because we place a strong emphasis on quality. The cheapest of our Household gadgets may be found around £400 to £6000 in this section. The Consumer devices of Samsung Plc may cost as much as £300 or more at their most expensive. All of Samsung Plc's goods are more expensive than comparable items on the market today (Saura et al., 2019).



Cloud services: We also provide a variety of additional cloud-based services, such as music streaming as well as other similar services. In certain cases, the prices of these things may differ from the prices of related products. However, in the area of cloud storage, the cheapest available range is £2, and the maximum price range may have been more than £600, with the cheapest price band being the most common (Baena, 2016). Samsung Plc is now using a cost leadership strategy in order to maintain a stable pricing structure.



Accessories for home appliances: There are a large number of attachments for domestic appliances, and we manufacture each and every one of those accessories. When it comes to determining the pricing of these components, the competitive market method is heavily used here. As a result, the accessories range in price from £15 to £500 depending on their quality. Cost

leadership strategy is being utilized to set a price among these components in order to behave appropriately when comparing to just about any other rivals (Lo and Campos, 2018).

Place of the products

Many different stores and locations carry Samsung Plc's merchandise. We have a warehouse, a storage facility, and a robust webpage. All of these warehouses are located in a variety of different locations. At 125 Oxford St, London W1D 2HS, Samsung Plc has a warehouse, which is where the company is headquartered in the United Kingdom. Samsung's headquarters, on the other hand, are located in Samsung House, 1000 Hillswood Dr, Lyne, Chertsey KT16 0PS, United Kingdom, according to their website.

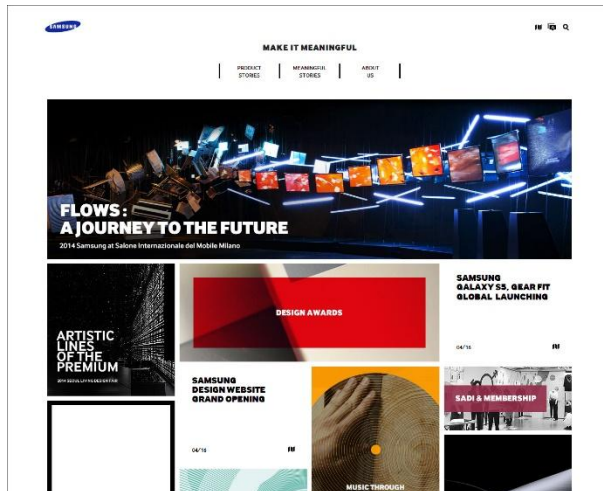


In the United Kingdom, the Samsung Manufacturing Store can be found at 125 Oxford Street, London W1D 2HS. As a result, the following are the primary physical sites that Samsung Plc has available. As a result, all of them are the most important physical shops that are located in or around London. Besides from each of these physical

locations, Samsung Plc has a diverse internet business that includes a variety of websites. They also have a list of websites, applications, and many other forms of social media presence.

Using your webpages, you may also get in touch with us, which can be quite beneficial for the online ordering system as well. Our website may thus be translated in a variety of languages along with English. The webpage, from the other hand, is divided into four categories, with every one of those segments devoted to a certain product. Additionally, appropriate types of influencer marketing are accessible in these categories. There is also a supermarket trolley option available for placing orders on this page (Baena, 2016). Upon that opposite, the homepage of Samsung Plc includes an immediate blogging feature that allows clients to instantly communicate with the company's management in order to reclaim a guarantee or discuss any other potential opportunities. Furthermore, the online service of Samsung Plc is interactive, and it provides youtube links for every one of the company's goods.





Consequently, it is now feasible to have an appropriate kind of engagement with the Samsung Plc's webpages. Following that, Samsung Plc has developed an app that has a variety of technological capabilities and communication content. The Samsung Plc application features a unique structure to provide the greatest possible customer journey (Saura et al., 2019). Customers may get

recommendations for tailored items based on their purchasing preferences, as well as other information, with the aid of this application. Mostly on opposite, the smartphone also sends out notifications for any new deals or product launches that may be of interest to the user. As a result, these would be the primary locations in which you might purchase our items.

Advertisement and promotion

The term "promotion" refers to the methods of reaching the desired audience. This type of promotion is being developed so that together we can better reach our target audience. Customers may be reached via both online and offline advertising systems, which we are currently experimenting with. In this case, we are reaching out to clients via a television commercial. Making video material is being done in order to accomplish this goal.



As a result of the creation of video materials, we are publishing them on YouTube, social media, and broadcast television. The use of celebrity endorsements to promote our goods is also something we are doing (Saura et al., 2019). We have sponsored a large number of celebrities in a variety of different fields.

Samsung Plc is improving its ability to reach and address the needs of its target consumers as a result of celebrity endorsements. Aside from influencer marketing, Samsung Plc is however focused on internet advertising as part of its overall marketing strategy. Organizations were using social media networks in order to further their efforts in this area. Samsung Plc maintains a strong presence on social media networks such as Facebook, LinkedIn, Pinterest, and others.

We are getting more successful in reaching the clients we need with the assistance of these sites. We are also interacting with consumers via the use of the instant messenger platform. We utilize email marketing to alert consumers about new goods that are available. Samsung Plc offers newsletter subscriptions, which are beneficial

for obtaining knowledge about recent items from the company's website (Baena, 2016). Samsung Plc, from the other hand, makes use of print advertisements to notify the public about every new items that are introduced. They were supporting a big number of various events, and that these occurrences are the most effective promotional vehicle for Samsung Plc. This really is the method through which we are attempting to contact the Samsung Plc potential consumers. As a result, we are able to greatly increase the visibility of our items.



Conclusion

In the case of Samsung Plc, humans are exclusively offering consumer products for use at home and in the workplace. In addition, we are developing items and accessories that will be very beneficial to the people who will be utilizing them in the future. Customers find that includes the product appropriate because they have such a broad range of features available to choose from. All of Samsung Plc's goods are more expensive than comparable items on the market today. Cost leadership strategy is being utilized to determine the rate of Samsung Plc's accessories in order to perform correctly when contrasted to just about any other rivals, according to the company. Furthermore, the online service of Samsung Plc is participatory, and it provides youtube links for every one of the company's goods. Samsung Plc has indeed been involved in the production of consumer technology. Aside from this one, our goods have the ability to be effective. The Samsung engineering service has been our most popular offering, and we make every effort to maintain a competitive price plan. In certain cases, the prices of these things may differ from the prices of related products.

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