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TOPIC:

SAMSUNG GROUP/COMPANY

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INTRODUCTION

PRODUCERS OF ELECTRONIC DEVICES.

THE PRODUCTION OF A WIDE VARIETY OF CONSUMER AND INDUSTRY ELECTRONICS,
PRODUCTION OF DIGITAL MEDIA DEVICES.

PRODUCTION OF SEMICONDUCTORS, MEMORY CHIPS, AND INTEGRATED SYSTEMS.

BACKGROUND

SAMSUNG WAS FOUNDED IN KOREA BY LEE BYUNG-CHULL
ON 1ST MARCH 1938.

TRADITION MEANING '3' STARS WHICH MEANT ETERNITY (LIVE FOREVER).

TRADING IN NOODLES AND OTHER MEDIUM SIZE GOODS PRODUCED IN THE CITY
AND AROUND KOREAN VILLAGES (BONDARENKO, P. 2020).

AFTER THE KOREAN WAR 1950-1953.

ACCUSATION OF BRIBERY.

CHALLENGES BEFORE MODERN TECHNOLOGY

- Previously, Samsung was regarded as making goods that were essentially inexpensive clones of what was already available on the market.
- Samsung began developing telecommunications products in 1980. Its early products were switchboards. Samsung's cell phone production took place later (Lee, 2016).
- Modern technology is efficiency and speed. This involves providing face-to-face communication, connecting with various entities, and empowering users to better manage and control the types of services they receive



CHALLENGES BEFORE MODERN TECHNOLOGY

The company has faced many challenges before the introduction and application of modern technology

- Before the introduction of the modern **communication technology**- challenges to transfer workplace knowledge and information effectively and efficiently to promote innovative services or products, and to meet the needs and requirements of customers and their decision-making processes (Frederick, 2019).
- **Product technology:** Samsung was unable to stay competitive in the marketplace and faced challenges in gaining more market share when compared to the product features of Apple Inc. (Alshahrani, et.al 2020).



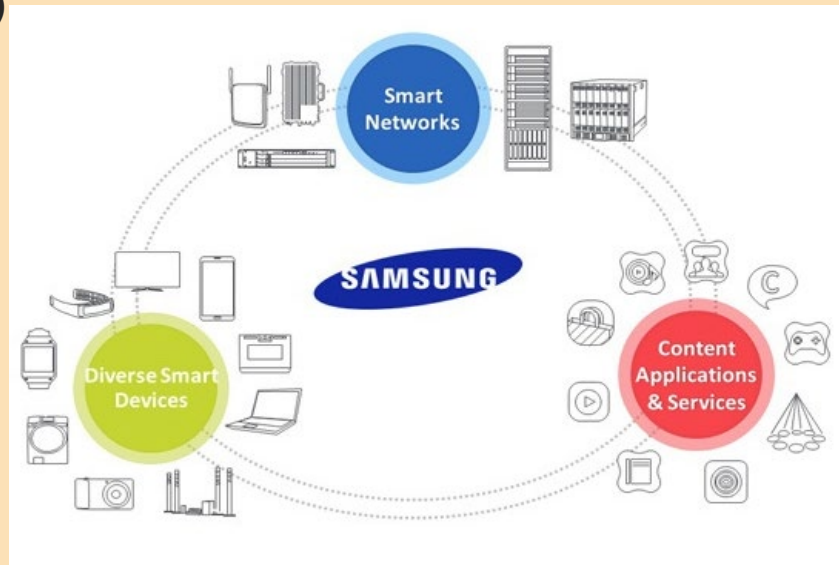
CHALLENGES BEFORE MODERN TECHNOLOGY

- Before **advancement in global networks**, many new manufacturing methods and service provisions were not delegated virtually everywhere leading to high cost labour and other resource costs(Witt, 2019).
- It was a challenge for Samsung to become the leader in the global mobile industry market by providing a new and differentiated customer experience through targeted innovations. .
- Samsung Electronics' had a weak technological position and strategy having low focus on the development of smartphones.
- A lack of strategic alliances and R&D in the organisation (Campbell et al., 2017)



CHALLENGES BEFORE MODERN TECHNOLOGY

- Today, with the **rapid development of AI, robotics and cloud computing**, the concept of robots has undergone revolutionary changes and has been defined, thus creating a new market for intelligent robots not only for the mobile industry.
- Before the application of AI and robotics, Samsung was unable to use latest robotics software and hardware technology to provide customers with a rich intellectual experience (Samsung Research, 2020)



INSIGHTS

First innovation made and developed by the company:

- CDMA Cellular system 1996.
- Watch Phone SPH-WP10 1999.
- Introduces 3D TFT-LCD Monitor 1999.
- Mobile phone SGH-T100 2002.

Samsung News Room (Samsung 2010-2020).

CDMA CELLULAR SYSTEM (1996)

- Used in 3rd generation (3G)
- A system for transmitting digital signals at the same time.
- It permitted to develop and use of innovative technologies.

For example “ *GPS units, PDA’s (Personal digital assistant), wireless laptop modems, Internet capable cell phones, and other innovative devices.*”

WATCH PHONE SPH- WP10 (1999)

- For the first time, thanks to CDMA, they innovate a "*wireless handsets.*"

U.S News Centre (Samsung 1995-2020).

INTRODUCES 3D TFT-LCD MONITOR 1999

- For the very first time in the world they made 3D TFT-LCD monitor.
- *“The TFT-LCD product consumes only 70% the power required by a regular cathode ray tube (CRT) monitor.”*
- It is a shaped tube built into television or computer screen, which inside flow electrons that generate lights.
- Samsung (2010).

SGH-T100 MOBILE PHONE (2002)

- It was first Mobile Phone with display with Thin-Film Transistor **Active Matrix** LCD.
- It is a flat panel display.
- Each pixel is individually controlled by an isolated thin- film transistor.

Active-Matrix (Sharpened Productions 2020).

IMPACT OF MODERN TECHNOLOGY INTRODUCED

Samsung introduce new technology like Mobile phones, laptops, iPods ETC, has been introduced to modern life for human usage. These technologies made human life more easier and connecting with people's businesses, education, treatment sectors even every single steps now a days we cannot live without these technologies.

IMPACT TO THE MODERN TECHNOLOGY INTRODUCED CONT.

- E-COMMERCE
- ONLINE EDUCATION
- COST EFFICIENCY
- MODERN COMMUNICATION
- STANDARD LIFE STYLE AND LIVING
- ENTERTAINMENT
- GLOBALISATION
- MAKES LIFE EASIER AND SIMPLIER

LESSON DRAWN FROM THIS STUDY

- SHARED RESPONSIBLY EQUALLY
- IMPROVED TEAM WORK AND COMMUNICATION SKILLS
- TIME MANAGEMENT
- TEAM UNITY

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