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Introduction

This marketing assessment study is a representation of the various marketing strategies that are adopted by the organisation. In this study, to emphasise on the activities and marketing strategies, Samsung has been adopted in this study. In the organisational context, it is important to analyse the internal and external environment of the market. There are various elements that frame the marketing activities of the organisation into the present situation. Hence to add further value into this study, the internal and external market analysis of Samsung will be carried out. These analyses are potential of identifying various strengths and weaknesses and constituent elements of the organisation. The role of marketing team of Samsung in overall organisational performance and growth will be evaluated. After addressing the internal and external market analysis, further focus will be given to provide recommendations for Samsung to improve the marketing activities.

Environmental analysis of an organisation

Efficient marketing is a factor that determines the overall growth and competitive value of the brand in the market. In the current scenario of highly competitive rivalry, brands need to come up with innovative and creative ideas that makes them unique among the competitors. Yet the efficiency of the marketing team is a significant factor that determines most of its marketing activities. Hence market analysis of an organisation is necessary to analyse the importance of these strategies and scenarios in the marketing environment (Tien, 2019). Thus, to analyse the marketing activities, there are various frameworks and tools designed. This includes SWOT analysis, VRIO analysis, GAP analysis, PESTLE analysis, stakeholder mapping and 4Ps of marketing mix. Different components in these tools are potential of demonstrating the activities of the brand through different perspectives of marketing. An analysis of the political, environmental, economic factors and the strengths and weaknesses of the organisation delivers the information about the various marketing interventions adopted by the brand and where the brand needs improvements (Asdi, 2020).

External analysis of Samsung- PESTLE analysis

Political factors: Samsung has experienced numerous political problems in its own nation. Given that Samsung operates internationally, social chaos in other nations has also had a substantial impact on the company's operations (Yun et al., 2019). Association with political parties has also affected Samsung's performance. Sales of smartphones and other electronic gadgets have been impacted by political conflicts around the world globally.

Economic factors: The effects of the international recession have also been felt by Samsung's expansion and advancement. This has a negative effect on the company's ability to create a global framework. One of the contributing factors was customers' lower purchasing power (Chang et al., 2019). Samsung's expansion and development were greatly affected by the economic instability in developing countries. Samsung suffered from the market saturation of the mobile phone market with rival products from Apple and Google. In terms of poor quality and explosion concerns of some of the most expensive products they have lately manufactured, Samsung had to deal with a few challenges. Customer satisfaction levels and evaluations suffered as a result (Tien et al., 2019).

Social factors: There are fewer options for dynamism, the incorporation of fresh ideas into corporations, and the formulation of strategies when it comes to dynastic business models that are based on family background. It's also crucial to comprehend the aspects of your clients. Samsung recently announced the Android firmware update almost six months late, while other competitors moved quickly (Amani and Akbari, 2021). Samsung is still regarded as a pro when it comes to comprehending the wants and demands of the customers.

Technological factors: Customers are delighted with Samsung because of their white goods operations. Samsung had received negative reviews for attempting to copy goods from other tech giants. Despite all of these problems and legal disputes, Samsung has been highly active in technological developments (Omer, 2019). As a result, technological advancements as well as research and development have made Samsung the industry leader.

Legal factors: Samsung had always had to deal with various charges and legal battles. Samsung was subject to a number of punishments for copying Apple's goods. In their own nation, they had been accused of corruption, and the acting chairman had been imprisoned (Lee, 2019). However, Samsung managed to survive all of these legal disputes and issues. The moral and strategic backing that the brand sought was greatly aided by public support.

Environmental factors: Environmental policies significantly impacted the company's overall success and expansion. Samsung actively participated in efforts to reduce greenhouse gases. Samsung took action to prevent global warming in conjunction with other organisations (Szot et al., 2019). Samsung has taken a leading role in engaging in eco-friendly activities that have helped to mitigate the greenhouse effect on a global scale.

Internal market analysis of Samsung

Internal analysis of Samsung is carried out through a SWOT analysis. SWOT analysis of Samsung reflects various components such as opportunities, weaknesses, threats and strengths.

A detailed SWOT analysis is demonstrated below

Strengths of Samsung

Samsung's internal strategic advantages include its market position in smartphones, its research and development efforts, and its environmentally friendly inventions. One of the strongest patent portfolios now belongs to this brand due to increased research and development rates (Shi and Cho, 2020). Samsung has outstanding talents in both product innovation and design. This brand has a leading lead in the technological sector because of its strong brand recognition and widespread product availability. For many years, Samsung has controlled the global smartphone industry, particularly in Asia.

Opportunities of Samsung

The IoT industry's expected expansion represents a significant opportunity for Samsung to advance and expand over time. For Samsung, introducing innovative products is a strategic advantage. Samsung can concentrate its efforts on innovative solutions like foldable phones (Farhani et al., 2020). Another potential opens up for Samsung with its entry into the expanding wireless industry. Other opportunities that might expand the consumer base and brand image of the organisation are the attention of technical firms in the development of the augmented and virtual reality marketplaces.

Threats of Samsung

Samsung is facing increased pressure from similar brands that produce electronic goods and smartphone items due to increased competition. This puts further competitive and financial pressure on Samsung. In almost all of the markets and product categories that Samsung is in, there is increased opposition (Jang et al., 2019). Legal restrictions and limitations imposed by the government pose a serious threat to Samsung. The current pandemic outbreak had a detrimental effect on Samsung's growth and development, just like it did for any other organisation. The fact that Android-powered smartphones are currently becoming commodities is having an effect on Samsung's profit margins. Due to the uncertain economy, new smartphone sales were down, which resulted in a decrease in revenue.

Weaknesses of Samsung

Too many competitors in the same industry pose a challenge and weakness to the brand. Another disadvantage is the increased levels of reliance on the American market. Samsung continues to be very dependent on the American market even though it has a large customer base in Asian nations. Samsung's problem is the decline in smartphone sales that has occurred since 2017 (Davoudi et al., 2019). A small number of Samsung's product failures constituted a serious flaw. This contains some of the defective products that were introduced and even caused explosions and significant damage. Low end cell phones have long been a focus because they account for the majority of the brand's revenue.

Role of marketing team in the organisational context

Marketing department of an organisation plays a vital role in promoting the business and attaining the goals of the organisation. effective marketing is what frames the overall performance of the company. Marketing team is involved in coordinating and developing of the materials and products that are essential in a business (Almeida et al., 2021). It is the role of the marketing team to reach different segments of customers, investors, and the community. Few of the roles of marketing team in the organisation is

- Defining the brand in general: overall, it defines what a brand is dealing with, what are their activities, what products and services they are involved in etc.
- Development of marketing and promotional strategies: it is the primary role of the marketing team of an organisation. the marketing department should create materials and tools that defines the major products and services of the organisation (Tien et al., 2020).
- Monitoring of social media activities: besides developing marketing strategies, with the introduction of the digital marketing tools, it is the responsibility of the marketing team to monitor these social media pages and accounts that influences a lot of customers out there.
- Developing internal communications: marketing department is often involved in enhancing the communication between employee and employers (Baber et al., 2020).
- Recommendations for Samsung to improve marketing activities
- After a thorough analysis of the marketing activities and components of the marketing of Samsung, there are few areas that Samsung need to put further focus on.
- Focus on product range
- With the high rivalry with the tech giant Apple, Samsung had faced a drastic fall in the sales of smartphones and smartwatches. With the product range of electronic gadgets,

it is possible for Samsung to focus on their other electronic gadgets such as television, which already offers a significant position to Samsung where Apple does not currently have a place in (Saloh, 2020).

➤ Focus on competitive advantage

To enhance the market position in the competitive market, Samsung has to integrate further technological advancements in their electronic gadgets. Developing high quality products are a method of attaining a high position in the competitive market. Since there are other tech giants in this position, Samsung needs to undertake measures to avoid the faulty smartphones, and to manufacture high quality products. Samsung still may have to rethink about the pricing strategy or unique features that differentiates their products from the similar ones in the market.

➤ Emphasis on price

Since a major part of the revenue of Samsung is obtained through smartphone market, there is room for Samsung to limit the competition from the low-end products that are available at a low cost. Since Samsung has acquired most of its supply chain, cutting on price does not affect the profitability of the brand (Rahman and Hauque, 2021). If Samsung products are available at a price a bit lower than the current value, customers will definitely be choosing Samsung over the other ones.

➤ Development of strategic communication

Samsung is a developer of telecommunication devices. The brand presence is also noticeable in other service categories such as financial services, hospitality information, medical and health care services etc. this brand presence is potential of substantiating the credibility of the brand (Arsalani et al., 2020). Hence the advertisement strategies and mass communication tools need to be falling in line with the corporate strategy to enhance a mass response.

➤ Facilitate customer loyalty

Samsung is known for its first LCD display screen panels. Gradually Samsung became the largest manufacturer of LCD screens. This led Samsung to a good global position and various brand collaborations occurred through this. This makes an opportunity for greater customer loyalty, but Samsung needs to develop strategies to reach an end customer generalisation (Agung et al., 2019). This customer loyalty can also be achieved by emotional bonding with the customers. Consistency with the success can develop these kinds of emotional bonding with the customers.

- Cutting down on the number of smartphone models

Samsung is a brand that offers different types of smartphones to the customers. This includes high end products and medium quality goods (Banerjee et al., 2021). There are various series such as galaxy series introduced by Samsung. But it is better for Samsung to narrow down the number of designs and built some quality devices. Streamlined strategic models and flagship products are better than investing on many different designs.

- Partnership with local companies and focus on large markets

Early lead in the smartphone market is attained by Samsung. But with the launching of brands such as Xiaomi and Micromax, there is a key competition in the markets of China and India. Thus, to prevent this competition, Samsung can focus on integrating with these brands instead of competing with them.

Conclusion

This report has analysed the various marketing interventions and internal and external market analysis of Samsung in detail. The suitable recommendations are provided to the organisation after an analysis of the role of the marketing department and the current activities occurring in Samsung.

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