

Case study- Samsung implementing transnational strategy

This slide showcased case study evaluating how Samsung implemented transnational strategy to capture market share across border. Key evaluation criteria include company background, strategies involved and impact.

Company Background



- Samsung is a South Korean multinational electronics company headquartered in Seoul
- Value of the company is one of the highest and uses more than half a million employees in its daily operation
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Strategies

Decentralization

- Samsung has established regional headquarters and subsidiaries in different regions around the world, which have significant autonomy in decision-making and operations
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Samsung's operations in Europe are run by its European headquarters in London, which is responsible for marketing, sales, and distribution in the region.

Global Coordination

- Samsung employs global coordination approach to ensure consistency and alignment across different regions and subsidiaries
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Samsung has established global committees and councils, such as the Global Strategy Group and Global Marketing Council, which oversee and coordinate key strategic initiatives and operations across different regions.

Supply Chain

- Samsung has a complex global supply chain that allows the company to source materials and manufacture products in different regions
- Company aims to open manufacturing plants in new regions to achieve economies of scale

Samsung sources its smartphone components from multiple suppliers in different countries, such as China, Japan, and South Korea and assembles the final products in different regions, such as Vietnam and India.

Impact

- Samsung has reported revenue of \$244 Billion across all segments for the year 2022
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Case Study Samsung

Robert R. Redfield



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