Marketing Questions

Submitted by:

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**PART 1**

DATE:

TO: Senior Vice President

FROM: Marketing Analyst

RE: **Analysis of Business Growth Overview dataset**

As requested, I have taken a look at the dataset that was provided, with regards to Business growth and getting a proper marketing plan. The analysis has in that note used the existing data revenue supplied of the year 2015 and 2016, by time, this, of course, being yearly, quarterly and weekly. The analysis uses income based on the global breakout of the product, customer rank, customer class and top customers, and this is about whether the report was done yearly, quarterly or weekly. From the analysis, the following conclusions were reached:

1. Under the global Breakout, the gross profit of revenue collected within the United States is higher than the one done on the rest of the world, this o the analysis was done yearly; while under the same global breakout the least gross profit on revenue is the one collected by the United States on the monthly basis
2. By Customer rank, the highest total profit per day is based on the customer analysis of Acquire, a subsequent investigation done yearly while the least gross profit per day is on Expand the analysis done monthly.
3. Customer class has the United States accumulating a higher gross profit percentage by analysis carried monthly, and this is in comparison to the least customer class of Resell-industrial hygiene with the least gross profit percentage, analysis done on a quarterly basis
4. Under top customers bracket, the one with the highest gross profit percentage on revenue is the Check Gmbh with the analysis done by quarter to date, while the one with least being Delta appliance with the analysis done from monthly to date

**Analysis**

1. Global outbreak includes the United States and the Rest of the World, the highest gross profit on the revenue was seen to be on the report of month to date, and this sees the Rest of the World having a total gain of 52.4%, compared to the United States that is least with a 2.3% gross profit.
2. According to the customer class, the highest gross profit percentage is on Acquire 54.3%, which is a year to date analysis and the least interest being on Expand 0.5%, a Monthly to date analysis
3. On Customer class the one with the highest gross profit percentage is the United States 50.8% with a review of monthly to date, the one with the lowest being Resell Industrial hygiene with a negative gross profit percentage of -14.2%
4. By the Top customers, the highest gross profit in all analysis platforms is the Check Gmbh with a gross profit of 3186.6%, while the one with the lowest total profit is Delta Appliance -164.1%

**Conclusion and Recommendation**

 The product has a lot of capabilities in ensuring there is the increase in the amount of revenue, to provide this the business should ensure:

1. Reduce the company's marketing expenses by advertising to the businesses that have purchased the product in the past
2. Ensure to add new features to the existing product, and this is to attract it to the primary consumers of the product.

**Part 2**

Samsung is one of the leading Multinational companies around the globe.The company has its central headquarters in Seoul, South Korea. It serves the purpose of being an IT and electronics hub, which deals with a couple of products namely the Samsung Electronics, Samsung Life Insurance and Samsung C&T. The primary outcome of our study which is the Samsung Electronics (Park, 2010). The number of employees associated with Samsung Electronics is approximately 300,000, with over 319,000 employees both working abroad and at home. Samsung Electronics is said to have an accumulative revenue of about a total of $403,604,028 of their entire current assets and assets, this is by the end of the 2016 business year, and a total of $123,905,386 of both the total current liabilities and the total liabilities, at the end of the 2016 Business year.Samsung electronics is affiliated with 78 different companies, and is the central area of focus of the Samsung group, accounting for 70% of Samsung's revenue, it is in the industry of home appliances, semiconductors, and Home Appliances. The company has been doing and continues to perform greatly in the industry due toits effective strategies such as marketing.

**Reference**

Park, K. (2010). July 29 (Bloomberg)–Samsung Heavy Shares Gain on Shell’s Platform Orders (Update1). *Bloomberg. Retrieved*, 11-11.