Company Analysis

Student’s Name

Institutional Affiliation

Date

Company Analysis

Samsung is a public traded company that concentrates on producing consumer electronics worldwide. It one of the top electronics companies in the world, specializing in digital appliances, semiconductors, media, memory, and system integrations. The company is a notable leading supplier of digital media and digital convergence microchip technology.

The competencies of Samsung corporation comprise of innovative culture, creative people, customer value creation, and technology leadership.

Competitive advantage – Samsung designs products that are very orienting as they perfectly meet the market demand and meet the consumer's preferences. The products possess virtuous quality, and the company keeps embracing the latest trends in technology and introducing new products in the market. The competitive advantage trait helps the corporation in attaining cost performance gain and cost reduction by producing in large volumes. The capacity to innovate augments the value of their products and thus a competitive gain for the company.

Competitor analysis – one of Samsung's most significant competitors is fellow tech giant Apple. Based on Apple's framework, the corporation is always determined to deliver hassle-free products that provide service and enjoyment to consumers. From the market view, Apple wants to expand its market share to be able to reach consumers who are yet to acquire Apple's products. Analyzing competitors' strategies helps note the new trends that should be considered to initiate the required innovation and remain flexible in the market.

Samsung company possesses an innovation-focused corporate culture. The culture is a component of the organizational plan that accentuates workers' knowledge, expertise, and competence for innovating the corporation's technology products. The culture backs the company's mission and vision statements, which specifically concentrate on exceptional products that can advance life and society. In regards to the company's core values, the culture entails prominence on success for all, hunger for excellence, creation of opportunities for all workers, a moral foundation for integrity, and relentless change. The company depends on the external labor market to poach and recruit eligible and experienced personnel in their various departments. The employees are subject to merit-based promotions and reimbursements, and the company strongly emphasizes core talents.

Samsung Electronics America Inc SIC codes and NAIC codes are:

SIC CODE 5731 - Radio, Television, and Consumer Electronics Stores

NAICS CODE 443142 - Electronics Stores

The company is well-established in its line and records a high revenue as it is large-sized.