**Marketing plan for Samsung**

**Introduction**

Samsung Company has proved to the world of business that they are one of the most advanced technology companies in the whole industry. With more advancement in the technology which the present market can handle at this point, (Samsung website, 2010) Samsung has made the way for the future in electronics industry. One of the most popular new “toys” in the electronics market today, is the unbelievable 3D TV.

First 3D TV was launched in 2010 March, and has already had a significant impact on the electronics market. With release earlier this year, Samsung has dominated the market, controlling approximately 90% of the total share. One of the Samsung’s products, the 9000 series TV, is not in comparison to competition with its ultra-thin screen, which measures only 0.3 inches in width. This series is also available with full color spectrum which makes for an incredible experience of viewing.

(Electronics weekly website, 29 Jan 2010) Although the company is dominating the 3D market, the company still has very detailed tactics and strategies that it believes will give an increased competitive advantage over the competition of the company. The main emphasis of the company in past few years has been on integration, union, and encouragement of innovation. Samsung is continuously preparing for the next big item to launch in the market, which is why the technology of the company is so far ahead of all leading competitors in the electronics market. In the future, the company plans to enter the 3D video gaming market in partnership with the Microsoft Company. This would give the company the access to all of the gaming technology of Microsoft, in which the company will combine the quality of sound and viewing stations for creating the ultimate experience of gaming. Of course, throughout the journey in this market, the company will keep on providing the best ad campaigns for the public so that they never forget this product.

**Consumer Profile**

With the advancement of 3D in the technology of TV, the target market of the company is easily identified as the early adapter. Early adapter is the customer who has a high rate of diffusion; it is the rate at which the acceptance is done by the market for any new product idea or a product.

One of the surveys of the company identified the “cube tubers” as the target customers for this product. These are the people who are the early adapters to the new technology, and are young affluent men who have redefined the coolness from having fast cars to being good at the computer games.

**SWOT Analysis**

1. Strengths: These are the major areas of expertise of the company and the areas in which the company excels and have an edge in the market over the other competitors.
2. Excellence in engineering and in the production of the hardware products and electronics for consumers- The company has engineering experts whose excellence cannot be matched with any other company in the world. The specialized engineers are skilled to do work according to the needs and the requirement of the company.
3. Low cost of production: Maintaining excellence with low cost is not possible easily but still the company has maintained low cost of production of its products as compared to its competitors.
4. Largest share in the industry of mobile phones: The company has the low cost of production and thus has been able to maintain low price of the phones as compared to the other competitive brands in the same market. The share is the largest due to the excellent and advanced feature with reasonable price.
5. Ability to market the brand name: The Company has been able to position the market in such a way that it has marketed he brand name strategically.

b. Weaknesses: The Company might be able to market the product nicely or it might have been able to get a large market share but there are certain weaknesses which the company has. Some of them are discussed below:

1. Patent infringement: the company has a loose policy regarding the infringement of patents. The patents rights of the software’s is not done through a proper channel thus the patents of the company gets infringed and thus the company suffers losses.

2. Low profit margin: (Revenews website, 30 Oct 2010)The company has a low cost of production and thus it has a very low profit margin because the cost also remains constant, thus to get market share the company keeps the price of the phones low and thus the profit margin of the company is less.

3. Focus on too many products: This point can be the strength as well as the weakness. The company focuses on variety of products and thus is not able to maintain eye over a particular product’s sales and hence one product of the company might have high sales but the other might lose the market share which would not be beneficial to the company.

c. Opportunities: The industry of the electronic is still growing and thus the company keeps on getting new opportunities. thus this point explores the opportunities to the company. Some of the opportunities are as follows:

1. Growing market for the smart phones in the developing nations: The Company can explore the market in the nations where the economy is still developing and the market of smart phones is growing.

2. Growing demand for the processor application: the market is still growing for the processor applications. The place where the companies have not reached yet should be explored more as they give more opportunity for growing.

d. Threats: (Business week website) The Company faces challenges on a daily basis which might be from the competitors and various other factors and thus the company has constant threats from various sources which the company has to face on a daily basis. Some of the threats to the company is as follows:

1. Saturation of the smart phones market in the economy: the smart phones market is already at the saturation stage in the countries like India where almost everyone has the smart phone thus the company might lose the share in these types of countries.

2. Breached patents: the patents which are owned by the company are easily breached by the local companies who create dummies for those phones and sell it in the market.

**Conclusion**

(Business week website) Currently the company holds a very strong market in the industry, but with the same conditions the company might lose out certain share in the mobile industry. The alliance of the company should be strong enough to maintain healthy relations.

**References**

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