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Abstract

## Samsung: A Corporate Overview and Recent Announcements

### Report Fast Facts

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Although it is still a newcomer, Samsung has made significant inroads into the home and office printing markets over the past few years. The company has secured the second-place position in the laser printer category, following behind Hewlett-Packard but surpassing Brother and Lexmark. Samsung's ultimate intention is to achieve the top-tier position by 2010, but this is an aggressive goal that will require the right products and solutions, as well as a sound go-to-market strategy. This document provides an outline of Samsung's current market position and InfoTrends' analysis on what may happen in the future.

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## Introduction

Although it is still a newcomer, Samsung has made significant inroads into the home and office printing markets over the past few years. The company has secured the second-place position in the laser printer category, following behind Hewlett-Packard but surpassing Brother and Lexmark. Samsung's ultimate intention is to achieve the top-tier position by 2010, but this is an aggressive goal that will require the right products and solutions, as well as a sound go-to-market strategy. Samsung has certainly been keeping on top of market trends, and it has launched a product range that is designed to meet the demands of today's consumers. The company has scrapped its A3 products and now offers multifunctional versions of all its devices, as well as recognising the importance of the scanning function. Probably the most important announcement in 2008 comes from the solutions area, as Samsung finally has a competitive offering for this field. Samsung's next challenge will be to engage the channel to market these solutions.

## Samsung Corporate Overview

Samsung is a multi-national manufacturing company with its roots and worldwide headquarters in South Korea. The company has five key product divisions: LCD panels, mobile phone and network systems, home appliances, semiconductors, and digital media (including printers, displays, and PCs).

Samsung is a relatively new player to the office equipment market. Samsung established its home and office printing field in Europe in 2000, and has been expanding its resources ever since. Samsung currently employs 7,063 staff members in Europe, and 310 of these employees make up the European printing team. A total of 21,000 resellers provide a massive extension to Samsung's internal sales force.

Over the past five years, Samsung's global revenue growth exceeded \$103 billion with key contributions from digital media sales as the single largest business division. The company's digital media division includes TV/DVDs, notebooks, monitors, and printers. Samsung is the world's top seller of TVs, and the company's most recent annual report suggested that the shift into business to business (B2B) would provide a boost to the entire digital media division in terms of sales, revenue, and profits. Samsung is notably achieving "firsts" in many of its product areas to generate a competitive advantage. For example, the company has recently introduced:

- The world's first Blu-ray disc (next-generation DVD player)
- The world's smallest colour and multifunctional printers
- Q1, the world's first ultra mobile personal computer (UMPC)

According to Samsung, its premium brand positioning in the market for Asian-built technology benefits its media and printing unit sales. Other strengths include channel engagement as well as reseller coverage and growth. Samsung believes that the channel is receptive to its products because of its high brand awareness. This enables the company to secure new hardware sales more readily than newcomers in this space. Strong and continuous R&D investments of almost \$7 billion resulted in a first-place ranking for Samsung in the Annual Patent Score. Samsung views the global printer business as a growth area, and its aim is to become the world's top-tier player by 2010.

Samsung has achieved massive business growth over the past few years, and its European business was valued at \$24 billion in 2007. The digital media division alone experienced 4% growth, and the company's overall revenue growth in Europe exceeded 25% between 2006 and 2007.

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