

## Samsung Strategic Management Case Studies With Solution

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### Samsung Strategic Management Case Studies

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Samsung Case Study 1. How was Samsung able to go from copycat brand to product leader? In 1993, Lee unveiled “new management” which is a top-to-bottom strategy for the Samsung Company. The goal of the new management is making Samsung become a premier brand that would dethrone Sony as the biggest consumer electronics firm in the world.

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### Samsung Company Case Study | Case Study Template

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Samsung Electronics Co.'s generic strategy and intensive growth strategies are similar to those of its parent company, the Samsung Group. Such similarity is based on the unitary leadership that influences corporate strategic direction and competitive advantages of the conglomerate's and its subsidiaries' operations.

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Samsung also used the marketing release campaign to emphasise that the S8 was the safest and most innovative phone that the company had ever produced, trying to firmly put the S7 Note crisis behind them. The way Samsung handled the crisis, and the release of an excellent new flagship phone had set favourable conditions for Samsung's recovery.

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Samsung Group Report contains a full analysis of Samsung business strategy. The report illustrates the application of the major analytical strategic frameworks in business studies such as SWOT, PESTEL, Porter's Five Forces, Value Chain analysis and McKinsey 7S Model on Samsung.

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### Strategic Management of Apple Inc and Samsung Group Case Study

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