

## ***Business Strategies: Case Study of Samsung and Apple Company***

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### ***Abstract***

*The present study describes one of the strategies which is to be opted for business growth and expansion. In this study, the researcher had discussed of Samsung Company that how it achieves success in recent years. However, with explaining of strategies it comes to know that modification or diversification of business is necessary to cope with profitable or growing business. In this we have study or seen impact of Samsung success strategy.*

***Keywords: Strategy, Business, Samsung, Apple.***

### **INTRODUCTION**

Business term simple refer or deal without come of profit or loss engaged in one or another activity. Business described as “State of being busy” where a person is busy in performing the activities in their respective field to gain some kind of profit.

### **Business Strategy**

Strategy means a kind of target to be achieved within a span of time. Business strategy means a set of decisions which is being taken by managers by analyzing

from a number of alternatives which guide them to take proper action/decision for achieving business objectives.

So it is a kind of management which needs to be implement because number of competitors surrounding firm/overall portion of company by evaluating the share price of company or we can say management is necessary to grow/build a business.

**Anything – Management = Zero**

Strategies to build a firm which basically depends on the aims of firm. Managers involve scrutinizing what courses of action or decision to be from available number of alternatives present that guide the firm in a long-term course. This is concept of strategic Management.

**Definition of Strategic Management provided by John Sloman and Elizabeth Jones**

Management of strategic long term decisions and activities of business. Business is planned with careful strategy with purpose of-

- **Competitive advantage:** This states that number of rivals survive around

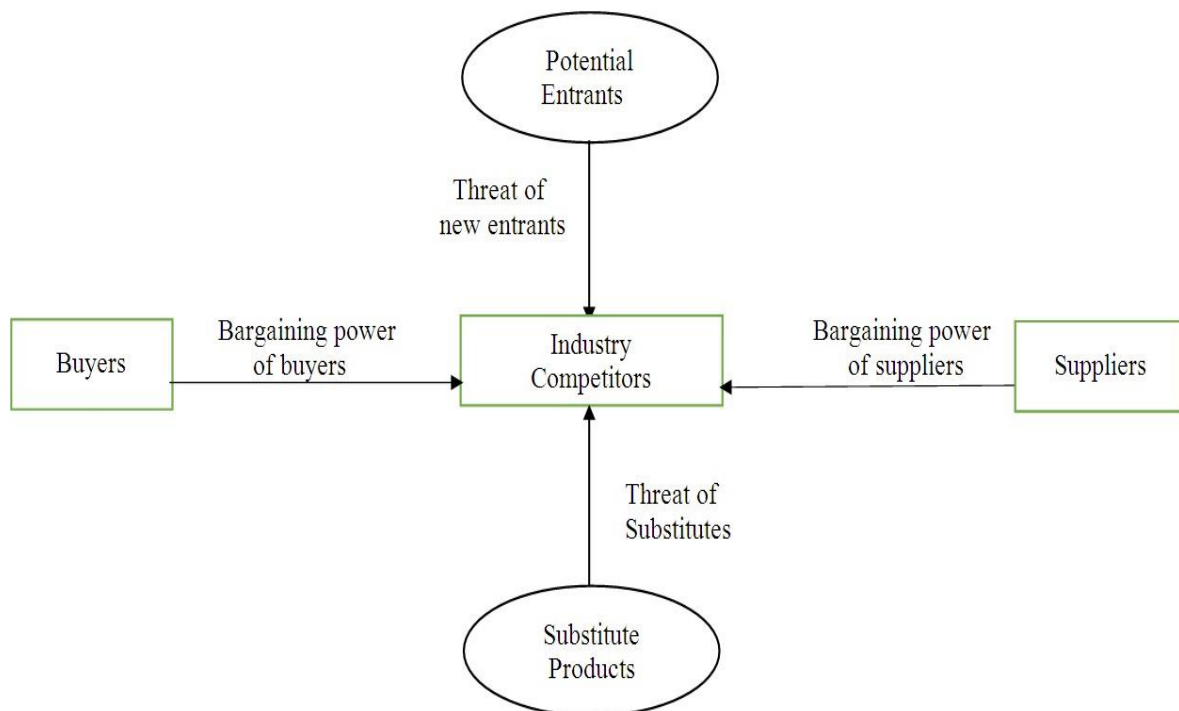
Industry which makes an impact on business to complete more effectively.

Factors that affect while running firm:

1. **Supply Factors** : Better technology, Better organization
2. **Demand Factors:** Provide valuable /superior product customer

**Michael E Porter, Competitive Strategy**

Techniques for Analyzing Industries and competitors (Press, 1980). It describes five forces Model of competition which is being designed by Professor Michael Porter of Harvard Business that describes the factors which can affect an organization.



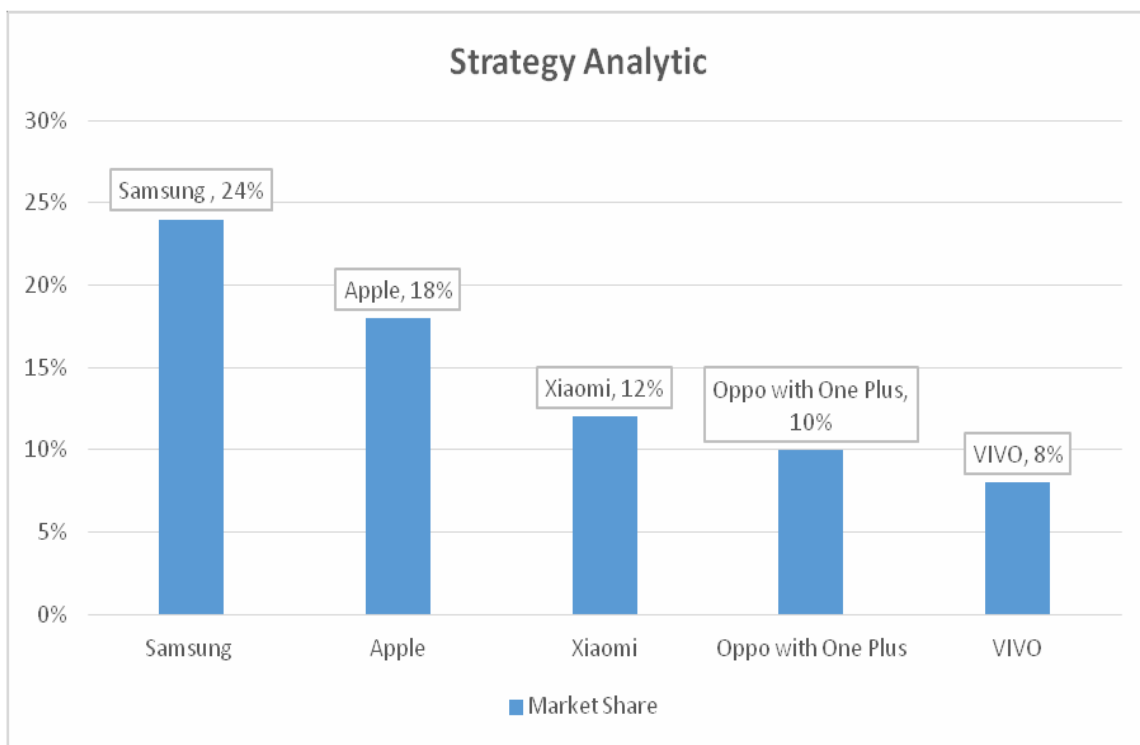
**One of Strategy of SAMSUNG**

Samsung is one of most popular South Korean Company which is being involved as a grouping or mixture in number of industries like equipment, chemicals, consumer electronics etc. According to year 2014 majority of 489000 employees were across towards globally and this company is one of famous exporter and international investor.

Strategies that were taken by Samsung Electronics due to some of financial crisis occurring Asian in 1990 where company face a problem with high debt and low profit. So by facing this problem Samsung

plans a great strategy in a way that now onwards Samsung electronics is the wonderful market leader which include thirteen products like LCD, Mobile phones etc. According to data of 2014 it prescribes that operating profit of company depicts approx. \$21 billion which were low in 2013 due to economically and politically uncertainty.

According to Boston it depicts that Samsung ranked first in global smartphone market with 24% share in market which is being considered as healthy in Quarter of 2022.



*Source: Strategy Analytics, Wireless Smartphone strategies service*

**STRATEGIES FOR BUSINESS WHICH IS BEING ALSO ADOPTED BY SAMSUNG TO BECOME POWERFUL AND STRONG THEN ITS VALUE.**

1. **Strong/Powerful leadership:** If business wants to grow in market then it must be a powerful leader which can be created by planned strategy like Mr. Yoon-Woo Lee or as well as Mr. Kwon Oh-Hyun which is Vice Chairman and CEO of Samsung electronics. So they made their management team in a way with true or clear blueprint for future and their main theme is to inspire the world, Build future while considering Better technologies, Healthy solutions and creative or Innovative Products.
2. **Reorganization:** Second most strategy where existing organization will build modification in management so that a proper dynamic and flexible strategy to be following with changing government policies, market conditions. Expert managers to be hired with powerful parties so that a business is able to achieve that goal in prescribed or simplified manner.
3. **Innovative products:** With changing taste or performance of consumers

with dynamic environment so product should be developed with new version, new style or modified existing product within a stipulated time at less cost. Planning strategy to develop product with at least minimum cost but deliver product in market before the expectation of consumer so it will be better future like Samsung invest rapidly in research and development to achieve higher and fresh products to be launched in market.

4. **Reduce Cost:** For better economic growth in market the company should follow a strategy that production should be at large which can meet demand of customers with limited time but with at low production cost so that it can achieve high economies of scale.
5. **Build Brand Image:** Product with relevant features, clearly understandable and highly modified automatically build a image in market with successful logo of particular brand like Samsung is a role model which create its own image by launching new product. Now, a day it is much popular in market that with only name 'Samsung' create a favorable picture in mind of consumers. Recently at end of 31st

July 2022 the Samsung (brand) will launch new model which will be named as Galaxy M 21 while being previously it has launched Samsung Galaxy S 22 with an ultimate feature.

**Samsung Strategy Analysis of 5G Technology**

Creating its own elegant strategy that to not to depend on OS and AP. However, it will be want to an independent or fast follower other than Google android (OS) and Application processors (AP). So it wants to be an ideal innovator by creating World First 5G Non Wave Mobile Technology.

**Success Strategy of Apple**

Innovation is best way of strategy to change the market with modern techniques and create a value in the mind of customers with an innovative product/technique.

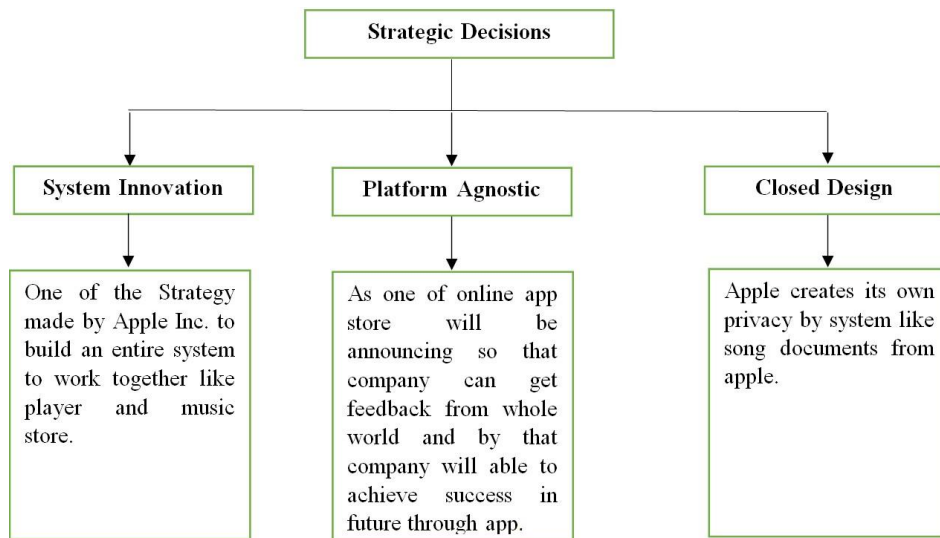
**History of I-Phone**

Three Brilliant founders were there behind the innovation of Apple in 1976 – Steve Jobs, Steve Wezniak and Renold Wayne which discover Apple 1 as hand build computer.

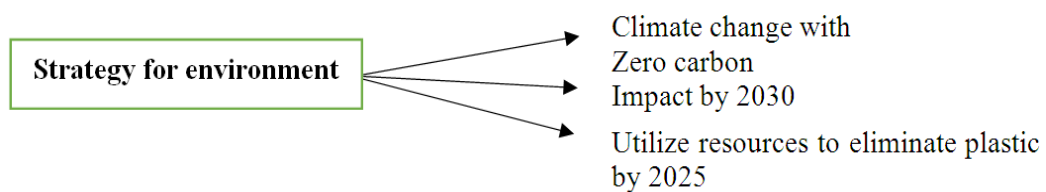
In 1976 result of selling Apple1 seems excellent with recovery of \$ 66666. Later in 1977 it officially named as Apple Computer starting of success in a financial way look publically in 1980 and in between the company comes at declining stage in 1997 due to poor working of operating system. In 2007 Apple computer renamed as “Apple Inc”. Thus it shifted the aim of company towards consumer electronics which was earlier to be known for computers. So after then the phase` of i-phone,i-pad, i-pod boosting up with various techniques in market in coming years.

<b>Apple value of US while trading publically</b>	<b>2018</b> <b>\$ 1 Trillion</b>	<b>2020</b> <b>\$ 2 Trillion</b>	<b>2022</b> <b>\$ 3 Trillion</b>
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Source: [www.wikipedia.com](http://www.wikipedia.com)



**STRATEGY OF APPLE FOR BETTER SUCCESS**



**1. Managing and Growing Developer Business:**

Some of features or apps introduced by Apple Company like ARPKTU, Pencil kit, swift package Manager, and test flight Air-pods Motion API which is being framed to grow business vastly.

day apple product will be made without capturing anything from earth.

Smarter Chemistry



**2. Reducing Products and Clean Energy:**

Recently apple suggested a way on Earth Day that materials which have capability of recycling to manufacture a product should be used. Lisa Jackson Apple Vice President describe that one

Apple doesn't use products like PVC Brominated flame retardants (BFRs), Mercury, Arsenic, Beryllium etc.

**Apple Data Centre**

Maiden, North Carolina	Solar + Biogas fuel cells 100% removable energy
Prineville Oregon	Wind+Solar+low-Impact Hydro 279 million of removable energy
Reno, Nevada	Solar, Generate 110 million removable energy

**Segmentation Strategy**

Apple has numerous products which are segmented in different markets with their unique features and characteristic.

**Product of Apple**

**Features**

**I-pad Air:**

M 1 chip ultrafast 5 G ultra wide front camera.

**I-phone 13:**

6.7 inch display Optical Character Recognition technology to extract text from photos.

**Blue Ocean Strategy**

Modifying product with brilliant designing, labelling or unique feature to target the customers or non-customers which are being not satisfied by existing product strategy or market place.

**Co-operative Strategy**

Product which is being produced by Apple should be work with some another firm to build a co-operative strategy in market. To achieve low cost benefit Apple Inc., adopt

a corporation with China where base of product will be established for receiving benefit of low labour cost, to globalize the product.

**CONCLUSION**

At last we conclude that strategy is now a day a necessary step to achieve a better success in business. However, it will create a blueprint for uncertain in growing business which will be better to control coming risk earlier. Apple and Samsung are two companies which beat market in a significant manner. Both are a big competition in the whole world and have their own strategies to achieve success. Samsung is playing a vital role in electronics by exploring consumer mind with the new launching of 5G for better success in future. It will be great opportunity for an organization if they deal with proper and systematic work.

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