Samsung GL case

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Q1. Ans: Samsung has always used innovative strategies to come up with the best designs. However, the critical activity that transforms Samsung as the world leading developer of the latest cellular designs and other creative products was related to the hiring of new employees for the company. The company was aiming to empower the workforce in the product design and quality by improving the technologies used at the company. Samsung believes that the brand reputation is built by the product design, user-friendly and the features. When the customers are satisfied by the product and its functionality, they will come back. The demand for new products will increase when customers like the last product they use. The company is so conscious about its market competition that it takes only nine months to produce the next generation of the product. They modified the initial product in these nine months.

Q2. Ans: There are three essential competitive advantages a firm should have, i.e. the product design, brand acknowledgement, and the consistent improvement in product development. When the product is greatly designed, easy to use and updated features, then it can quickly get the attention of the users. The innovative and functional design products play a primary role to compete in the market. Secondly, the brand name is also famous for attracting many customers. Likewise, Samsung had tried to sell some of its products under the different brand names like Tantus and Yepp, but it could not get much attention due to the changed names. Therefore, it brought back all the products under the name of Samsung, and the brand equity grew for Samsung. The case provides evidence of how important design can be to compete in the market. In 1993, when the Samsung Chairman Lee Kun Hee felt the doom of Samsung products due to its competitor’s product design. He suggested the developing of the product designs.