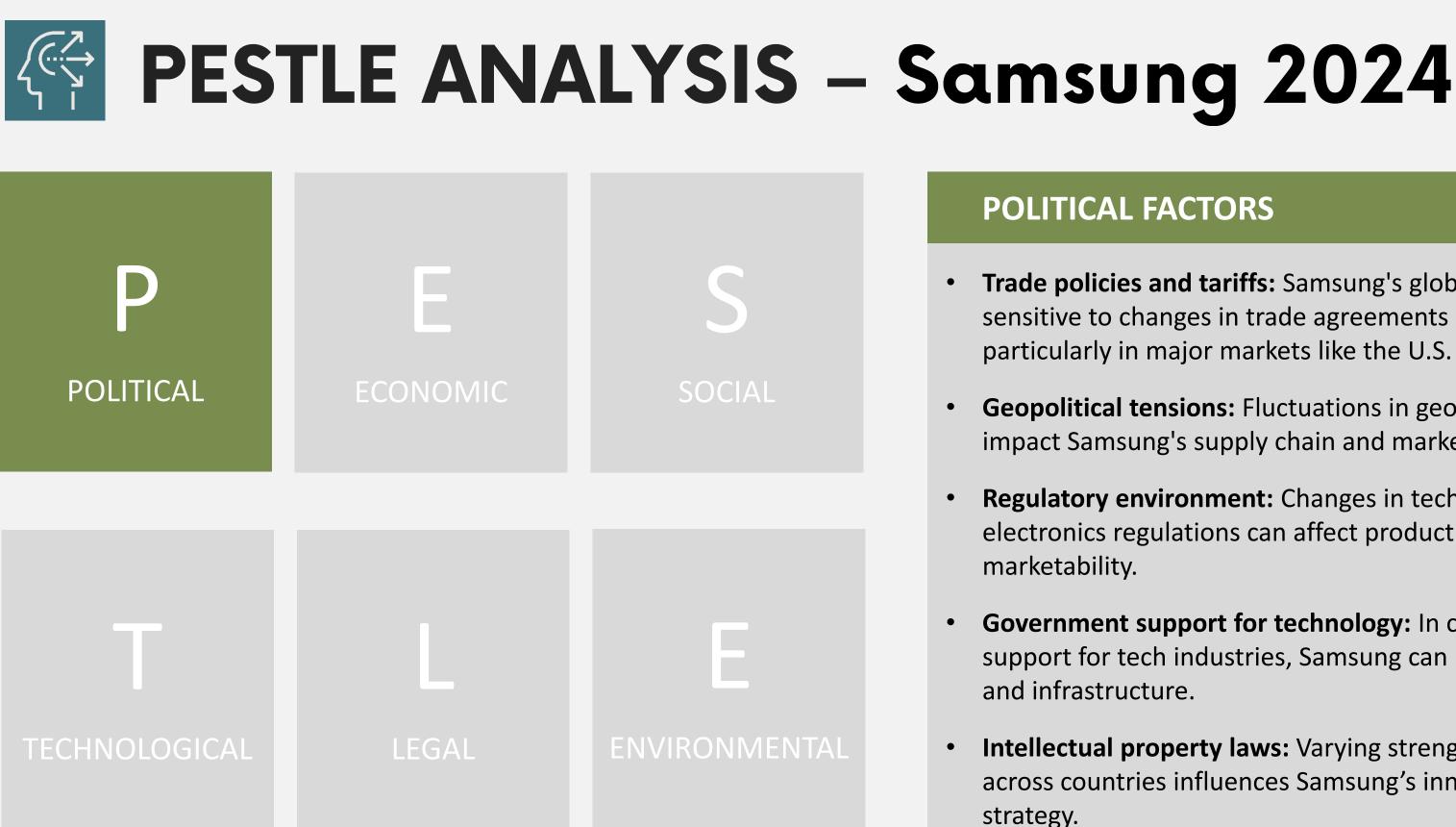


PESTLE ANALYSIS

Samsung 2024

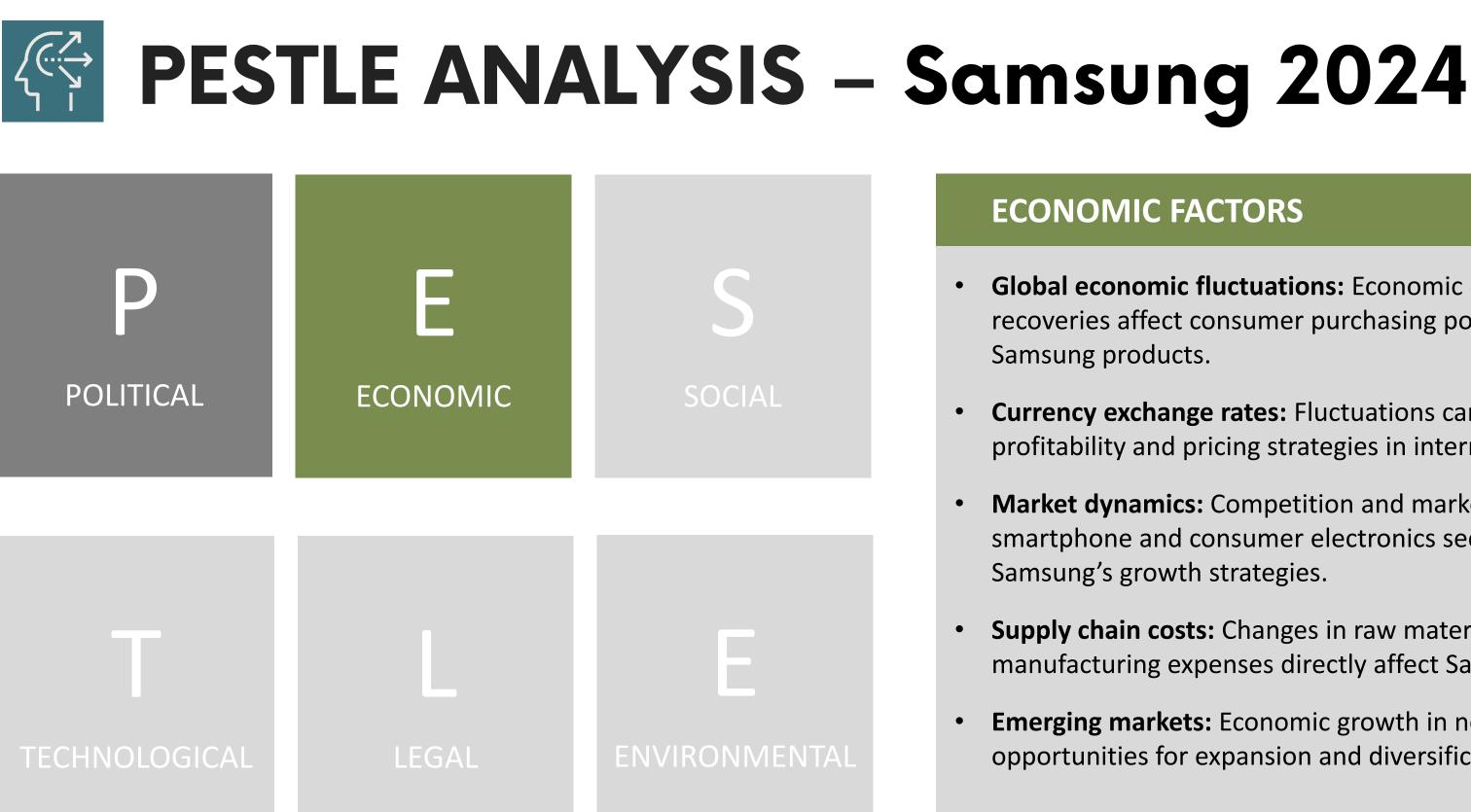
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POLITICAL FACTORS

- Trade policies and tariffs: Samsung's global operations are sensitive to changes in trade agreements and tariffs, particularly in major markets like the U.S. and China.
 - **Geopolitical tensions:** Fluctuations in geopolitical relations can impact Samsung's supply chain and market access.
 - **Regulatory environment:** Changes in technology and consumer electronics regulations can affect product features and
- Government support for technology: In countries with strong support for tech industries, Samsung can leverage incentives
 - **Intellectual property laws:** Varying strength of IP protection across countries influences Samsung's innovation and global



ECONOMIC FACTORS

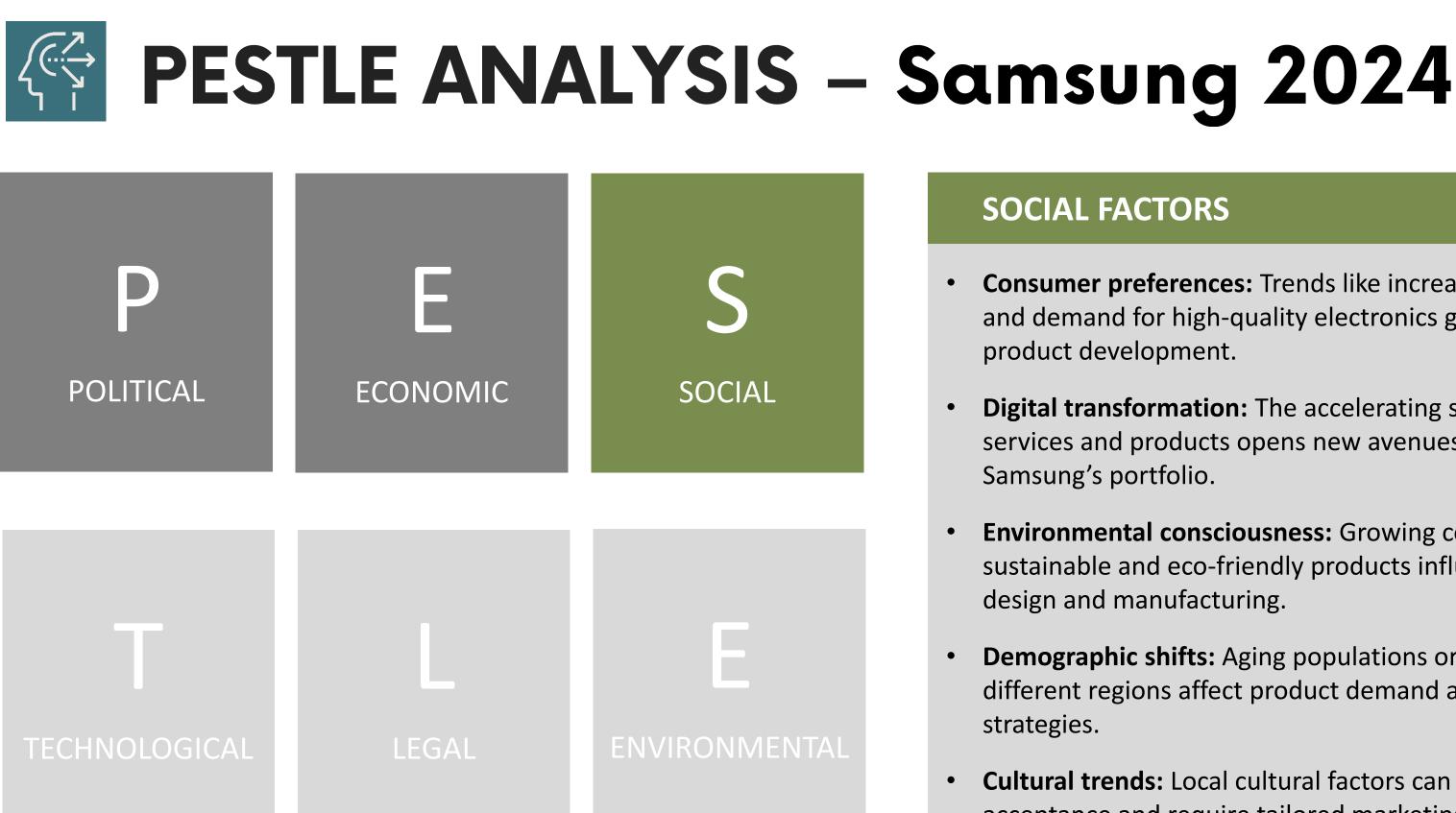
Global economic fluctuations: Economic downturns and recoveries affect consumer purchasing power and demand for

Currency exchange rates: Fluctuations can impact Samsung's profitability and pricing strategies in international markets.

Market dynamics: Competition and market saturation in the smartphone and consumer electronics sectors influence Samsung's growth strategies.

Supply chain costs: Changes in raw material costs and manufacturing expenses directly affect Samsung's bottom line.

Emerging markets: Economic growth in new markets presents opportunities for expansion and diversification.



SOCIAL FACTORS

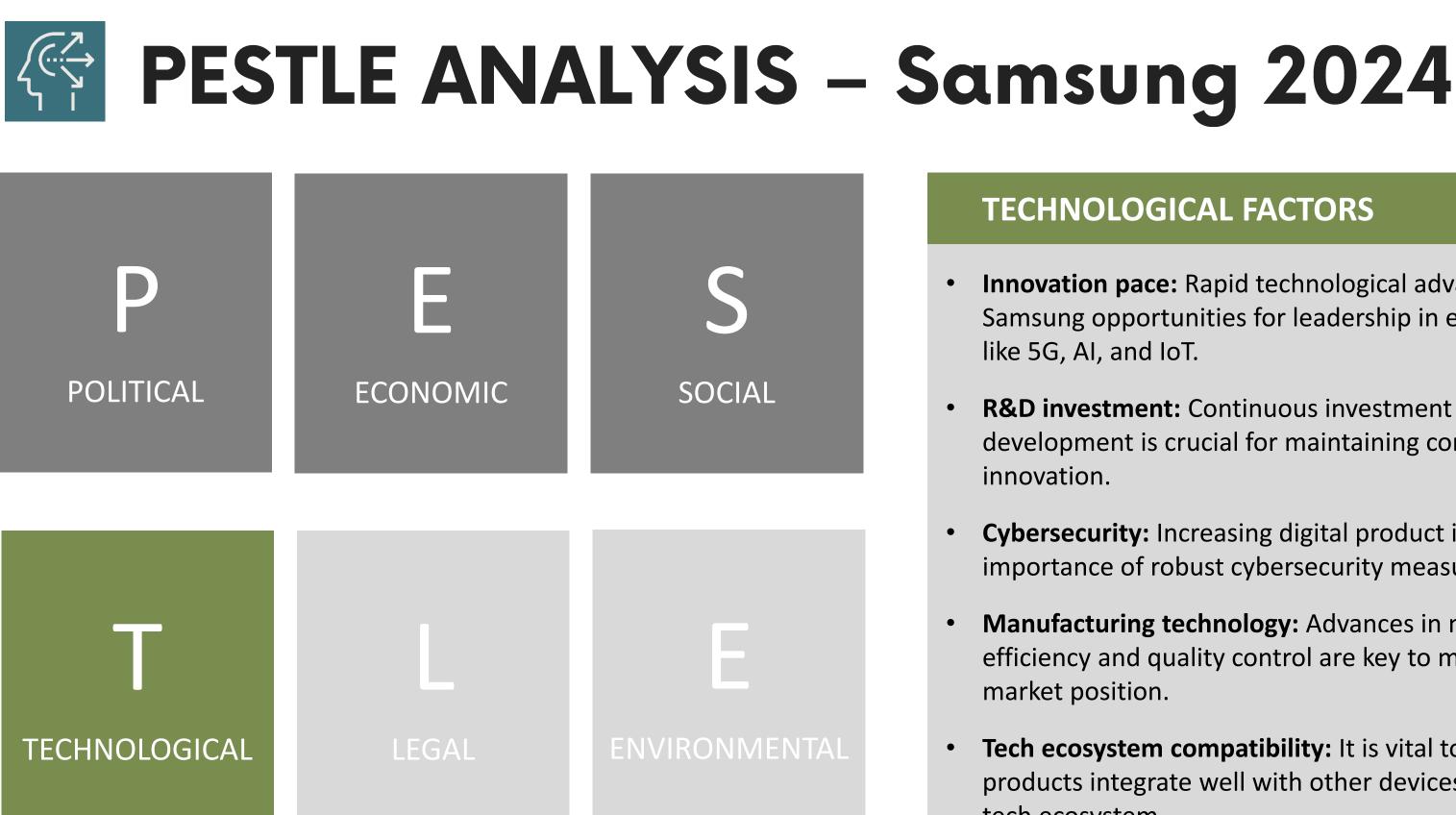
• **Consumer preferences:** Trends like increasing mobile usage and demand for high-quality electronics guide Samsung's product development.

Digital transformation: The accelerating shift towards digital services and products opens new avenues for expanding

Environmental consciousness: Growing consumer demand for sustainable and eco-friendly products influences Samsung's design and manufacturing.

Demographic shifts: Aging populations or youth bulges in different regions affect product demand and marketing

Cultural trends: Local cultural factors can influence product acceptance and require tailored marketing approaches.



TECHNOLOGICAL FACTORS

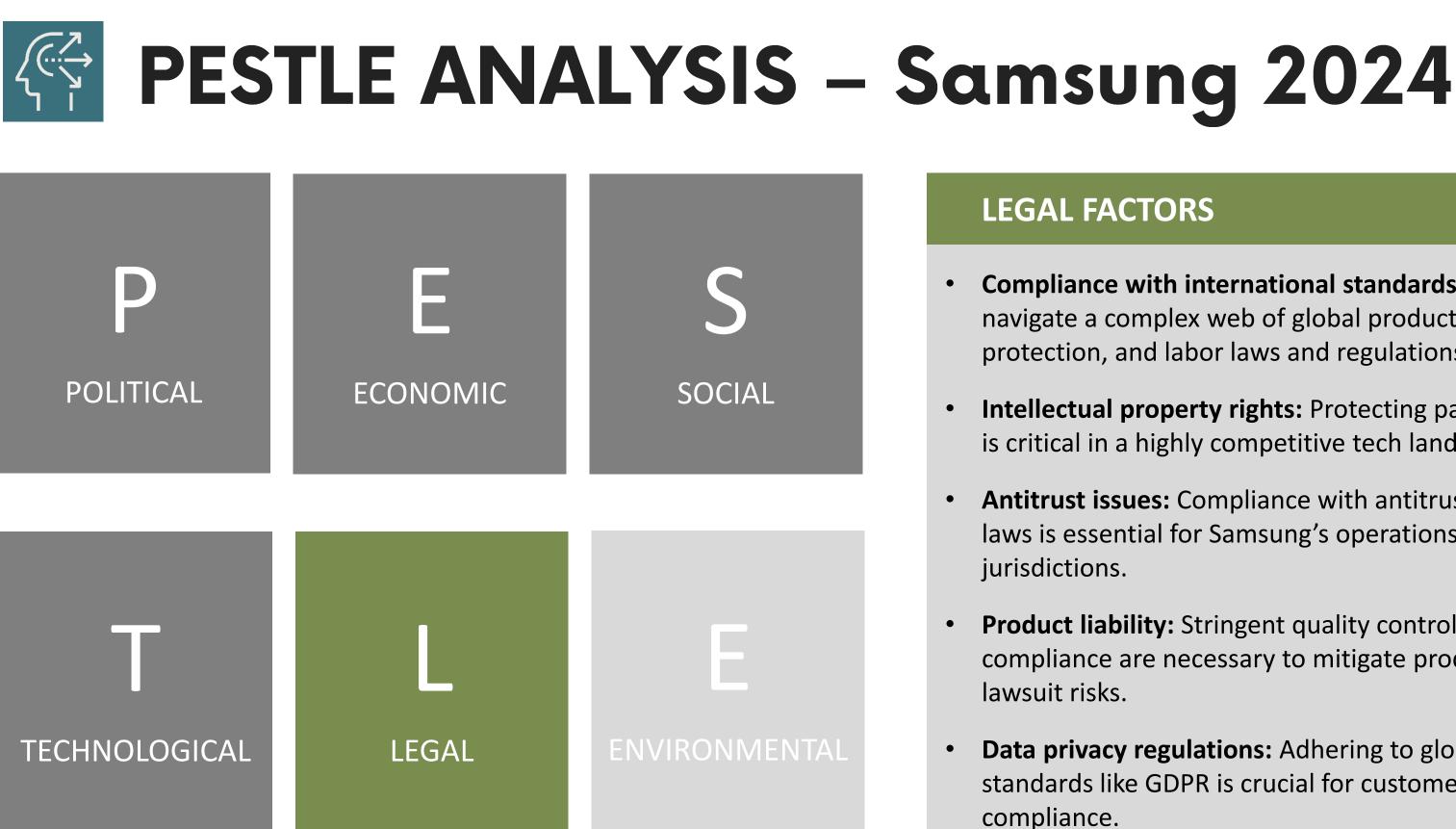
Innovation pace: Rapid technological advancements offer Samsung opportunities for leadership in emerging tech areas

R&D investment: Continuous investment in research and development is crucial for maintaining competitive edge and

Cybersecurity: Increasing digital product integration raises the importance of robust cybersecurity measures.

Manufacturing technology: Advances in manufacturing efficiency and quality control are key to maintaining Samsung's

• Tech ecosystem compatibility: It is vital to ensure Samsung products integrate well with other devices and services in the tech ecosystem.



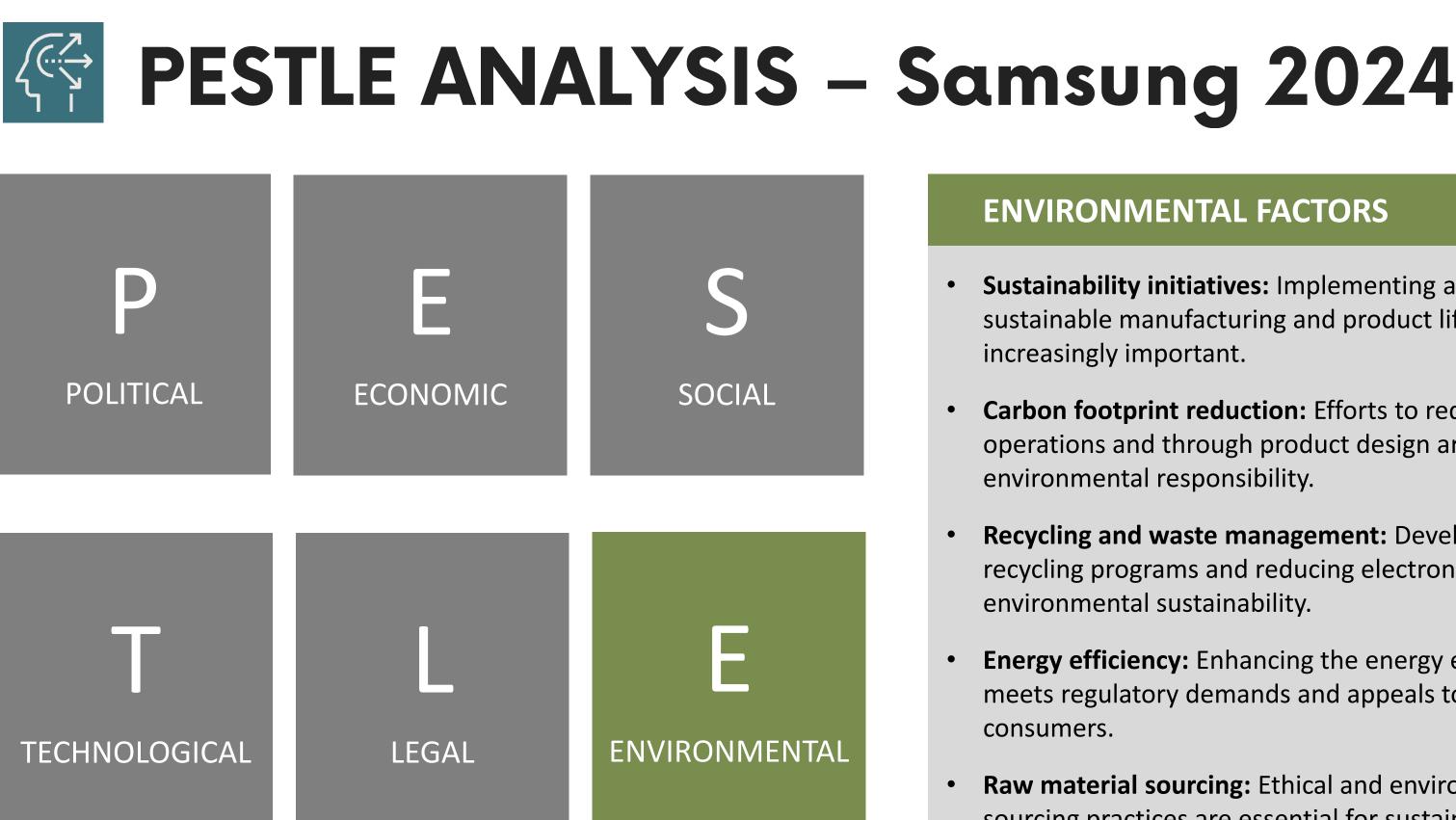
Compliance with international standards: Samsung must navigate a complex web of global product safety, data protection, and labor laws and regulations.

Intellectual property rights: Protecting patents and trademarks is critical in a highly competitive tech landscape.

Antitrust issues: Compliance with antitrust and competition laws is essential for Samsung's operations in various

Product liability: Stringent quality controls and legal compliance are necessary to mitigate product recalls and

Data privacy regulations: Adhering to global data protection standards like GDPR is crucial for customer trust and legal



ENVIRONMENTAL FACTORS

Sustainability initiatives: Implementing and communicating sustainable manufacturing and product lifecycle practices is increasingly important.

Carbon footprint reduction: Efforts to reduce emissions in operations and through product design are vital for environmental responsibility.

Recycling and waste management: Developing effective recycling programs and reducing electronic waste contribute to environmental sustainability.

Energy efficiency: Enhancing the energy efficiency of products meets regulatory demands and appeals to eco-conscious

Raw material sourcing: Ethical and environmentally friendly sourcing practices are essential for sustainability