



SWOT ANALYSIS

Samsung 2024

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SWOT ANALYSIS Summary Samsung

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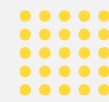




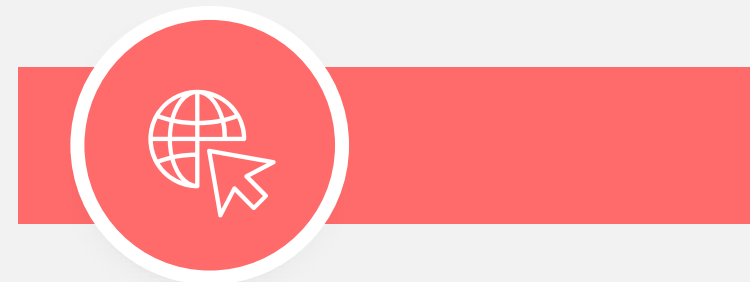
SWOT ANALYSIS – Samsung 2024



STRENGTHS



- Brand Recognition: Highly regarded worldwide for quality and innovation.
- Product Diversity: Broad range, including smartphones, TVs, and semiconductors.
- Vertical Integration: Enhances cost efficiency and market responsiveness.
- Robust R&D: Strong investment in innovation and development.



WEAKNESSES



- Smartphone Dependence: Vulnerable to fluctuations in the smartphone market.
- Competitive Market: Strong rivalry from tech giants like Apple and Huawei.
- Supply Chain Risks: Susceptible to global disruptions from geopolitics and natural events.



OPPORTUNITIES



- Emerging Markets: Growth potential in regions with rising tech demand.
- IoT Expansion: Can utilize existing expertise to lead in IoT.
- 5G Advancements: Opportunity to pioneer in products tailored for 5G.



THREATS



- Rapid Tech Changes: Must innovate continually to remain competitive.
- Cybersecurity Concerns: Risks of data breaches impacting reputation and finances.
- Geopolitical Issues: Trade tensions may affect supply chain and operations.

