

SWOT Analysis Role in Strategy Planning – Samsung Mobile Company

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SWOT analysis plays a very important role in helping businesses with their strategic planning. It is a very important guideline that leadership could use to measure the “climate” of the company.

The article “SWOT Analysis Implementation’s Significance on Strategy Planning – Samsung Mobile Company as an Example” is a practical example of the importance of SWOT analysis in helping a company to plan strategically.

The article examines Samsung’s business operation and how the SWOT analysis is essential for its success. The writer addresses the success of the company being tied to gaining and retaining customers in a competitive space, as well as meeting its vision and mission.

Samsung relied heavily on SWOT Analysis in strategic planning, particularly in relation to the 4 P’s (product, price, place and people).

The SWOT analysis revealed that some of the company’s strengths include, reliability, high brand recognition, and being single distributor.

The business weakness, particularly in the Chinese markets include, their presence is primarily in the big cities, and price is expensive compared to those domestic markets. There is also room for stronger maneuvers.

Samsung’s opportunities include the growing industry, with significant growth in Chinese market. Additionally, there is more governmental support (their major customer).

The company’s threats include great competition in the industry, the rapid innovation, supply limitations of key elements and quick reduction of profit ratio due with unit price decline.

One of the important factors that the SWOT analysis revealed is that Samsung's reach was primarily in the middle and high-end markets. As a result, the company's strategy (long-term plan) is to reach the lower end market – increase its share in that space, which would in turn increase income. Additionally, the analysis has identified that part of the company's strategy was to invest in more innovation, smartphones marketing and find strategies to deal with domestic competitors and Apple. Furthermore, the analysis has helped the company to realize that their strategy planning needed to focus on elements that would position them to gain market share.

The SWOT analysis was very instrumental in helping Samsung to conduct effective marketing – retaining existing customers as well as reaching new ones. In addition, the analysis is very helpful in making the company a stable one.

Overall, with the information that the company gathered in its SWOT analysis, the company is able to continuously position itself as a primary competitor in the industry, remain profitable and project future sustainability and profitability. It therefore means that the SWOT analysis is very insightful for leadership and instrumental in helping the company to plan for the future.

References:

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