

## Samsung Electronics Case Study Harvard

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In this case, students assess whether Samsung Electronics has been able to achieve such a dual advantage, and if so, how this was possible. Moreover, Samsung Electronics' long-held competitive advantage is under renewed attack. Students also can assess how Samsung should respond to large-scale Chinese entry into its industry.

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CASE STUDY ANSWER [PM092205] STRATEGIC MANAGEMENT “ Samsung Electronics ” Harvard Business School (9-705-508) JORDA N I. SIEGEL, JAMES JINHO CHANG Lecturer: F.A. Handoko Sasmito, MBA By Eko Nurcahyanto PROGRAM MAGISTER MANAJEMEN TEKNOLOGI INSTITUT TEKNOLOGI SEPULUH NOPEMBER SURABAYA 2013

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And acquired by Samsung latterly Crisis : 2001 – 2002 Semiconductor Industry Crisis Growth : Semiconductor Industry has 16% of growth rate On average, 1960 - 2000 1980s, Samsung Group more focus on Electronics market and found Samsung Electronics, manufacturing in South Korea built 8 " Wafer technology developed, dramatically shift to Samsung of production capacity Recovery : Samsung ...

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In the case of Samsung Electronics Co, management decided to focus on a basic strategy to uplift the market position of the firm in order to retain the name of the company in the market. First of all, the company was consolidated, and the main focus was diverted towards manufacturing and R & D. To make the turnaround strategy viable and successful, the management decided to move unlike its ...

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Comparison of Labor Cost of DRAM in 2003 (256Mbit equivalent) Source: Harvard business school Samsung Electronics case, Exhibit 7a Two seemingly different architectures can shared a common core design.

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