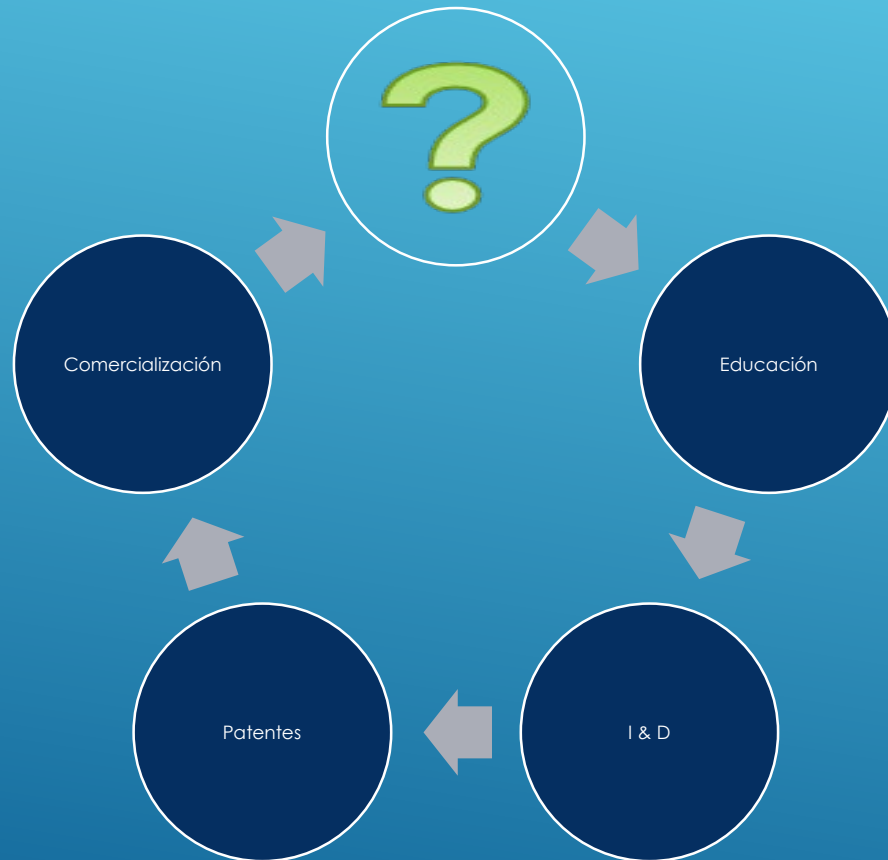


SAMSUNG

PROPIEDAD INTELECTUAL

Juan Manuel Godoy

CICLO DEL DESARROLLO



CASO SAMSUNG



La historia de Samsung

> Un proceso de responder con éxito a los desafíos del momento mediante cambio e innovación.



CASO SAMSUNG



Samsung Electronics

Company Introduction

Founded In
1969

Vision **2020**
Inspire the World,
Create the Future

320,671
Employees
in **73** countries
(At end of 2017)

Financial Performance



Market Leadership

Products with No. 1 Market Share(2017)



Televisions



Mobile Phones



Smartphones



Memory
(DRAM, NAND, SSD)



Display
Drivers IC



SIM Card
IC



Digital
Signage



Refrigerators

Innovation and R&D



34
R&D Centers



16.8 (14,7 BI \$)
Trillion
R&D Expenditure
(KRW, 2017)



7
Global Design
Offices

SAMSUNG

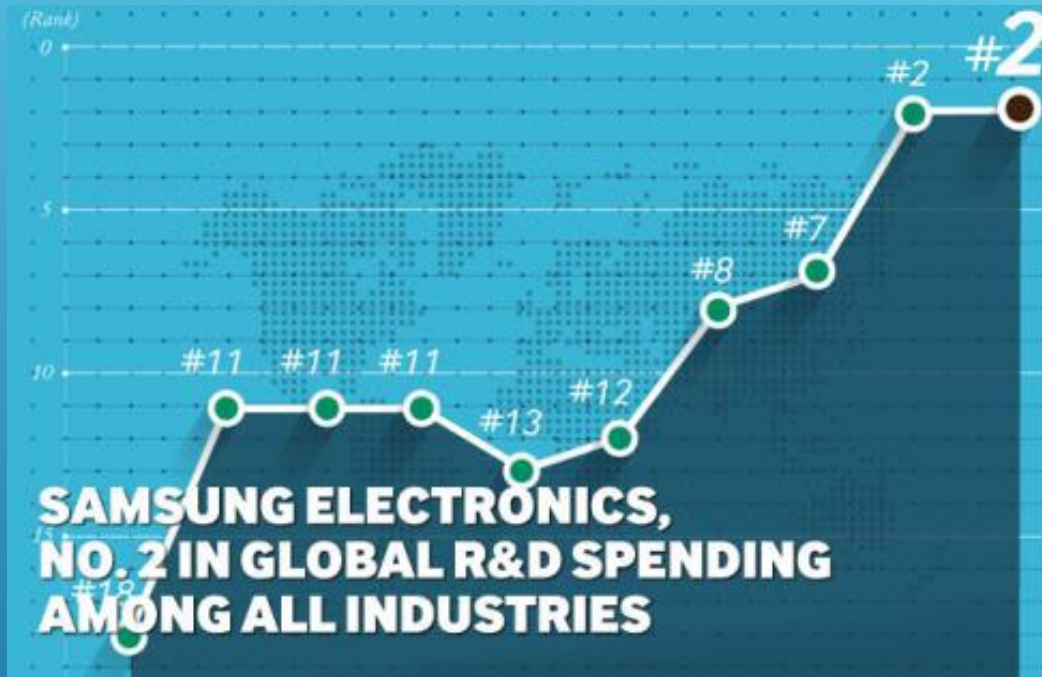


Samsung Town en el área de la estación de Gangnam en Seúl.



Fuente: <https://news.samsung.com/cl/pantallas-inteligentes-la-clave-para-mejorar-la-experiencia-de-los-clientes>

INSPIRE THE WORLD, CREATE THE FUTURE



Companies ranked by R&D investment

2,500 companies worldwide
(as of fiscal year 2015/16)

(Unit: billion euros)

Volkswagen (Germany)	1	13.61
Samsung Electronics (S. Korea)	2	12.53
Intel (US)	3	11.14
Alphabet (US)	4	11.05
Microsoft (US)	5	11.01
Novartis (Switzerland)	6	9.00
Roche (Switzerland)	7	8.64
Huawei (China)	8	8.35
Johnson & Johnson (US)	9	8.30
Toyota Motor (Japan)	10	8.04

Source: European Commission



CAPITAL DE MARCA



[Return to 2018 report home](#)

Best Global Brands 2018 Rankings

Filter +



01 +16% 214,480 \$m	02 +10% 155,506 \$m	03 <small>TOP GROWING</small> +56% 100,764 \$m	04 +16% 92,715 \$m	05 -5% 66,341 \$m	06 +6% 59,890 \$m	07 +6% 53,404 \$m	08 +2% 48,601 \$m
09 -6% 45,168 \$m	10 +5% 43,417 \$m	11 +10% 43,293 \$m	12 -8% 42,972 \$m	13 -1% 41,006 \$m	14 -2% 39,874 \$m	15 +8% 34,575 \$m	16 -26% 32,757 \$m
17 +11% 30,120 \$m	18 <small>TOP GROWING</small> LOUIS VUITTON +23% 28,152 \$m	19 ORACLE -5% 26,133 \$m	20 HONDA +4% 23,682 \$m	21 +1% 22,885 \$m	22 +2% 20,798 \$m	23 CHANEL NEW 20,005 \$m	24 +8% 19,139 \$m

MUCHAS GRACIAS!

