

Samsung affirmed its long-term investment in Vietnam market

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Samsung is currently the world's leading technology company for smartphones. To achieve these successes, Samsung has focused on investment in research and development stages (*in 2013 alone, it spent 13.6 billion USD for this field*).

Currently, Samsung has 34 research and development centers worldwide, 25% of 286,000 employees work in these departments. More than 90% of components in Samsung-made products themselves can be proactive in all stages of the supply chain, while maintaining the speed of competition when bringing technological innovations to consumers.

In recent years, Samsung has built 2 factories in Vietnam, bringing jobs for 54,000 employees. The group also built a research and development center for mobile products in Hanoi, which in the future will be the largest center in Southeast Asia.

In the Vietnamese market, the smart phone segment has fierce competition among many suppliers in different product segments, but Samsung still leads the market (*including tablets*) with 30.2%. market share in value.

This group determined that Vietnam is a dynamic market with a young population, always embracing new technology trends, thus always offering products to meet the needs of different consumer groups with the translation matching service.

In addition to the flagship smartphone product line, Samsung also has more specialized product lines, with larger screens for reading, learning and entertainment needs such as the S-pen for taking notes, notes. prefer; Tablet products and notes are also well received by consumers. A specific example, besides the S3, S4, and S5 lines with prices up to 700-800 USD, attract a large number of customers, the company also has suitable products for other customers; For example, Samsung tab 3 lite tablet product is aimed at students, students, and consumers, which is the best selling tablet model in March 2014.

What strategic products does Samsung have for the Vietnamese market? With this question, the representative of the corporation said that the main strategy is innovation and creativity based on consumers' needs. Samsung still focuses on major product groups: Smartphone, tablet, note and S-pen pen, In each of these industries, the group will offer different product lines. In addition, it is impossible not to mention that this group invested in carefully studying utilities so that consumers can use with their smartphones. In other words, instead of emphasizing that we have a powerful processor, a long battery life, Samsung explained that customers can use the job-solving application.

Vietnam is one of the few countries where Samsung invests in two factories because of its political stability, abundant labor resources and potential. These factories all produce smartphones, tablets, and phone components and are mainly for export (*currently exporting more than 50 countries and territories around the world*) . Among these, the factory in Bac Ninh has been operating stably and Samsung is committed to improving the localization rate, improving production processes and product quality. The factory in Thai Nguyen only operates so the immediate task is to stabilize production and expand production here. In the near future, Samsung will continue to develop the factory scale in Thai Nguyen by increasing the number of production lines and completing facilities. In addition, this group is considering to invest in different fields: Airport, telecommunications infrastructure, construction .

With long-term investment commitments, plus the support of the management agencies at all levels, Samsung Group has been making efforts to continue to be the world's No. 1 technology company in Vietnam market. .

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