

PRESENTATION ON WASHING MACHINES



PRESENTED BY:

MANSI GOEL (TL)
MOHIT KUMAR
RAJAT GULATI
MAYANK JINDAL
LALIT SHARMA

MBA(B)-1 Year
GROUP-19

INTRODUCTION

SAMSUNG

- On March 1, 1938, founding chairman Byung-Chull Lee started a business in Daegu, Korea, and named it SAMSUNG which means “THREE STARS” in Korean.
- In 1970's, Samsung laid strategic foundations for its growth by investing in Home electronics business.
- It became top manufacturer in Korean market and during the same year started to export its products to other countries.
- Samsung electronics commenced its operations in India in December, 1995.
- Today it is one of the leading provider of consumer electronics, IT and Telecom products in Indian market.
- Samsung India is the Regional Headquarters for Samsung's South West Asia operations.

MAJOR COMPETITORS



- Whirlpool entered India in the late 1980's under a joint venture with TVS group.
- In 1995, Whirlpool acquired Kelvinator and then Kelvinator and TVS acquisitions were merged to create, Whirlpool of India Limited.



- Established in 1997, LG Electronics India is a wholly owned subsidiary of LG Electronics, South Korea.
- It is one of the leading companies in consumer electronics, home appliances and computer peripherals in India.

The slide features a dark blue background with a wavy, abstract design at the top in shades of yellow and green. The Samsung logo is centered at the top in white. Below it, the word 'VISION' is written in red, followed by the quote 'Inspire the World, Create the Future' in white. Further down, the word 'MISSION' is written in red, followed by a paragraph of white text describing the company's mission.

SAMSUNG

VISION

"Inspire the World, Create the Future"

MISSION

To inspire the world with innovative technologies, products and designs that enrich people's lives & contribute to a socially responsible sustainable future.



A diagram illustrating the Marketing Mix. It features a central large circle with a red grid pattern, containing the text "Marketing Mix". Surrounding this central circle are four smaller circles, also with a red grid pattern, each containing one of the 4Ps: "Product" at the top, "Price" on the right, "Place" at the bottom, and "Promotion" on the left. The circles overlap with the central circle. The background is a dark blue gradient with a yellow and green wavy border at the top.

Marketing Mix

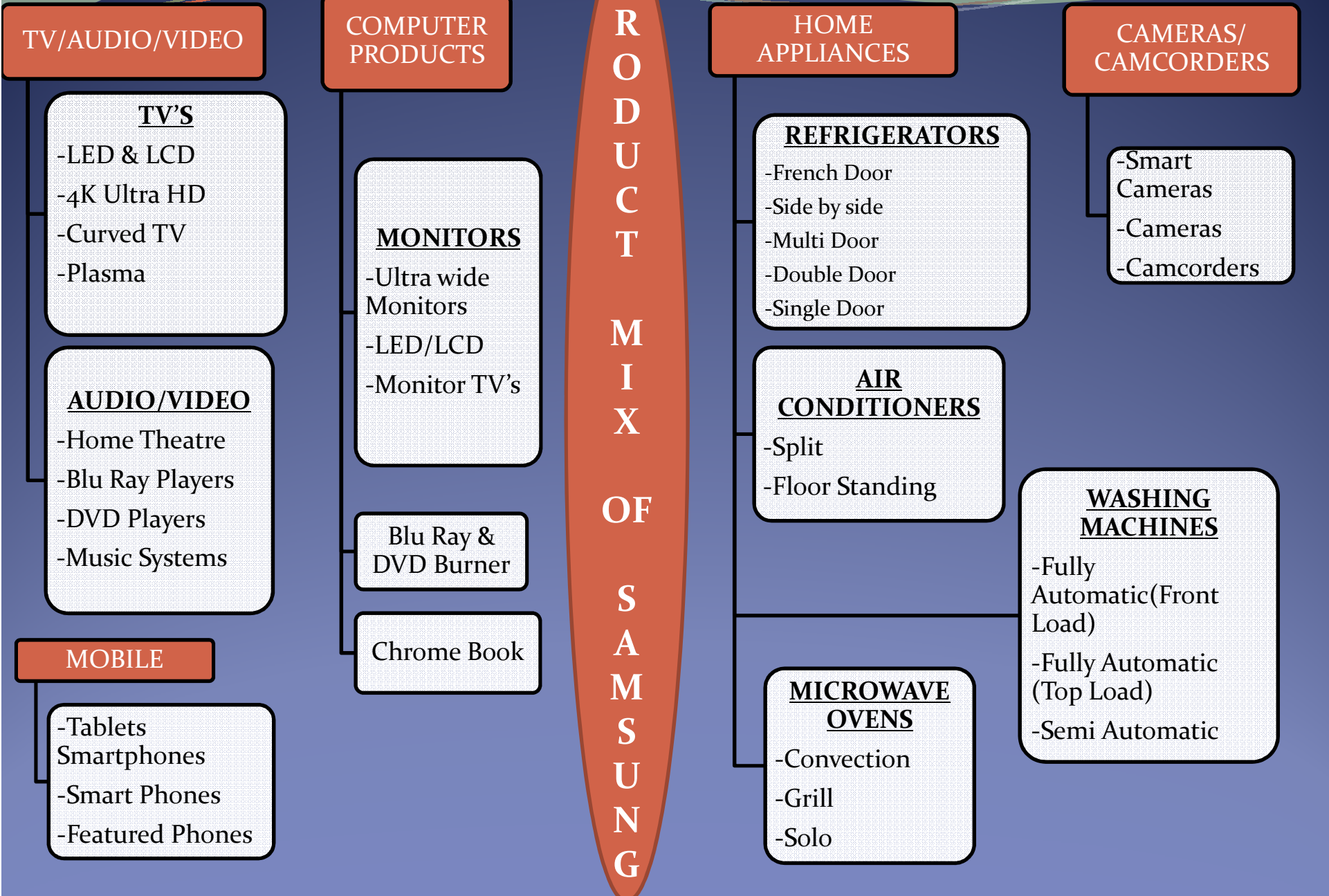
Product

Price

Place

Promotion

PRODUCT:



PRODUCT MIX OF WHIRLPOOL

Refrigerators

French Door

Multi Door

Double Door

Single Door

Washing Machines

Fully Automatic
360*

Fully Automatic
(Top Load)

Semi Automatic

Fully Automatic
(Front Load)

Air Conditioners

Split

Window

Microwave Ovens

Crisp Range

Magic Cook

Magic Cook
1-2-3

Water Purifiers

Ro- Water Purifier

Non Electric Water Purifier

Home Power

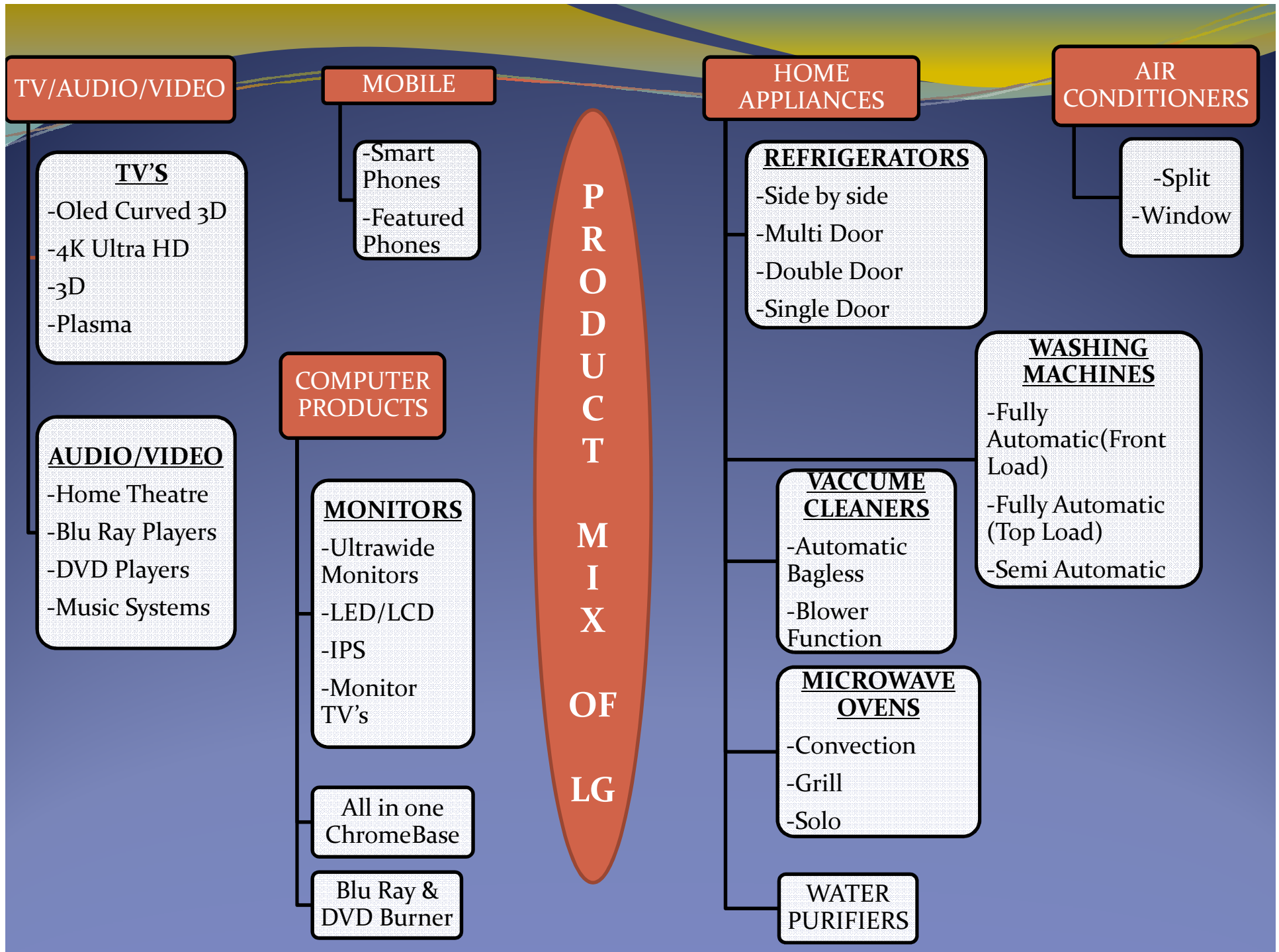
Platinum Series

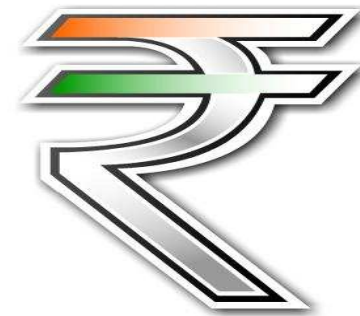
Gold Series

New Silver Series

Silver Plus Series

Neptune Series

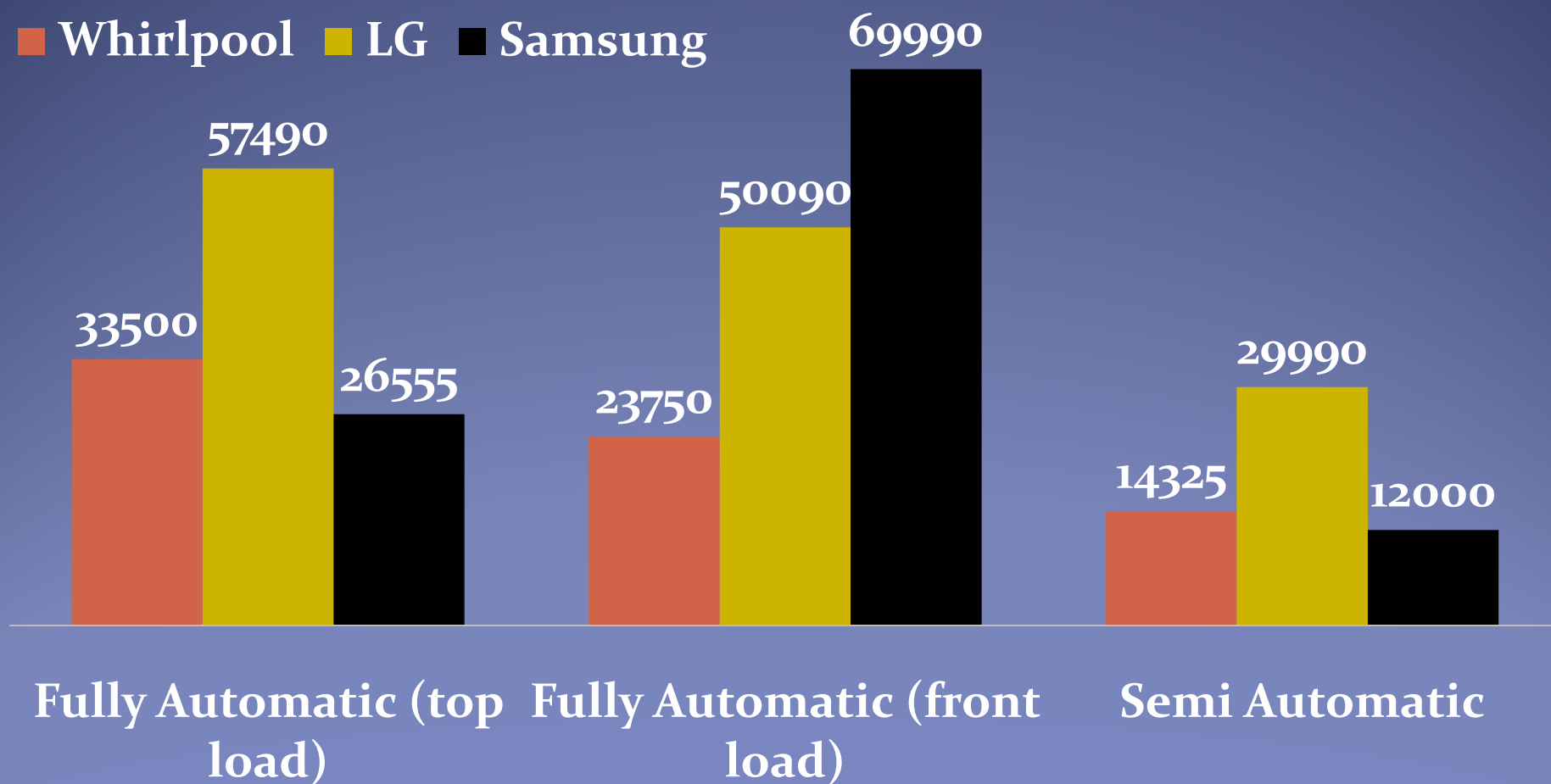




PRICE :

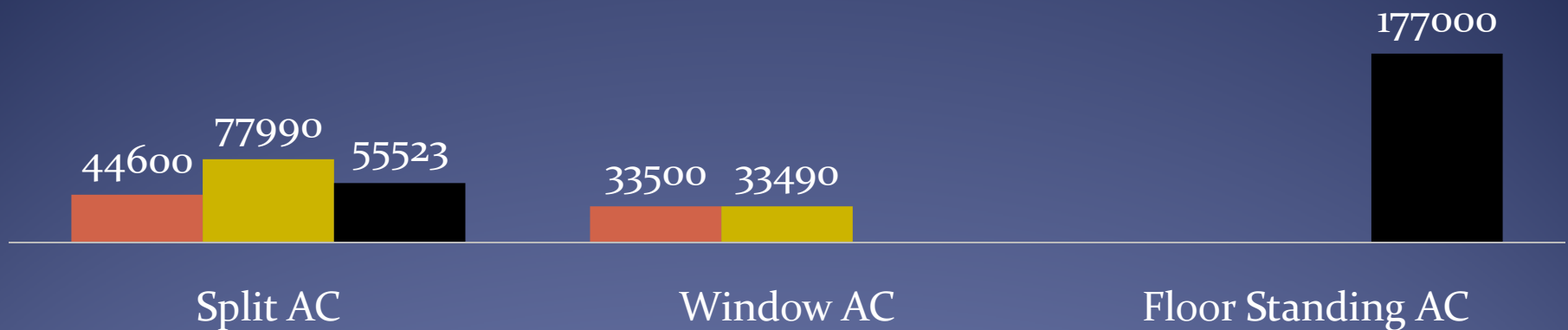
Washing Machines

■ Whirlpool ■ LG ■ Samsung



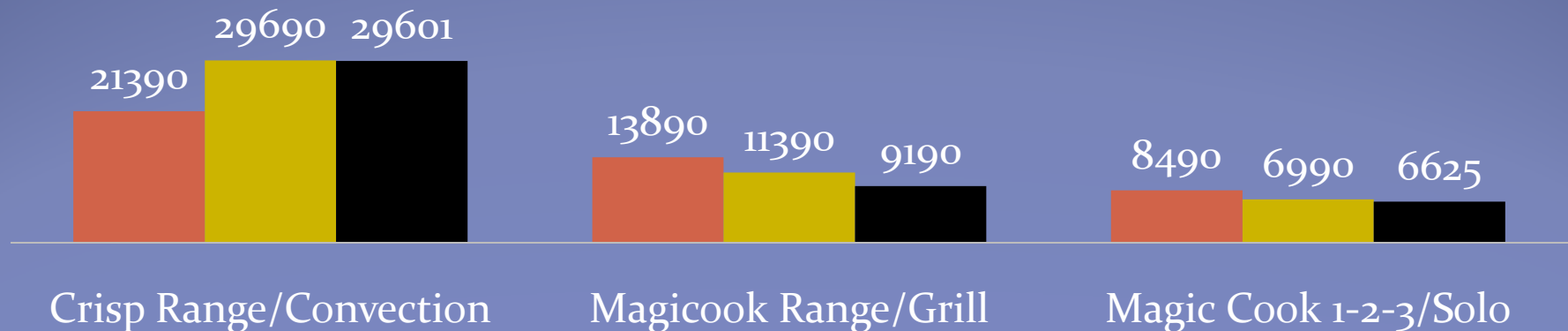
Air Conditioners

Whirlpool LG Samsung



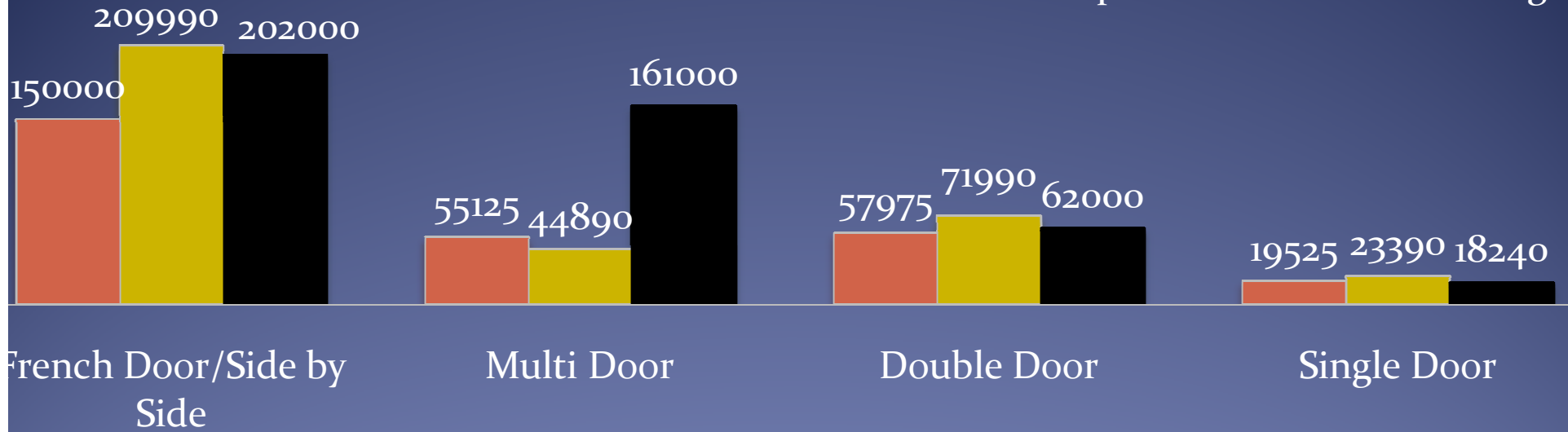
Microwave Ovens

Whirlpool LG Samsung



Refrigerators

Whirlpool LG Samsung



PLACE

SAMSUNG

- It has two world class factories manufacturing all range of products under the Product mix of Samsung.
- Its Products are easily available in stores.
- Samsung also started “SAMSUNG E STORE” to reach out the customers.

LG

- LG’s products are also available at all the retail outlets.
- LG also has a “LG ONLINE BRAND STORE” where all the products are available for customers.

WHIRLPOOL

- It has three world class factories manufacturing wide range of Refrigerators, Washing machines and other appliances.
- Products are easily available in Stores.
- In an attempt to reach the customers needs and seeing the current scenario of ONLINE SHOPPING whirlpool introduced “W STORE”.

PROMOTION

SAMSUNG:

- Some of the most famous taglines of Samsung's promotion are-

“EVERYONE’S INVITED”

“ITS HARD TO IMAGINE’

“NEXT IS WHAT”

- Samsung appointed Mr. Amir Khan and Olympics gold medalist Mr. Abhinav Bindra as Brand Ambassador of its products.
- Former Miss World and bollywood actress Priyanka Chopra was also appointed for promoting Samsung’s Washing machine.



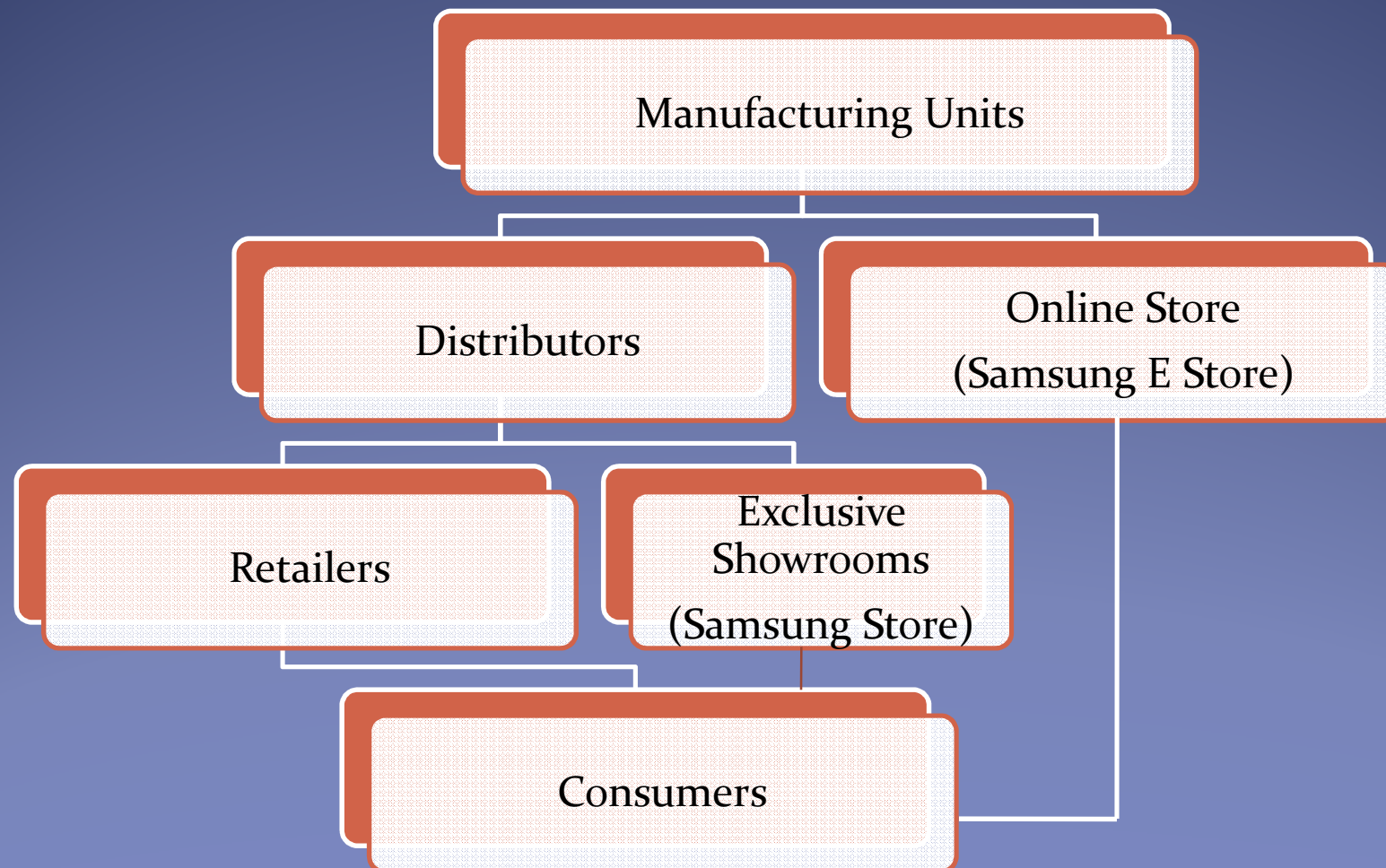
WHIRLPOOL:

- In an attempt to connect to the customers whirlpool came up with the tagline “YOU AND WHIRLPOOL, THE WORLD’S BEST HOMEMAKERS”
- Promotions with “ **WHIRLPOOL. WHIRLPOOL**” audio refrain became the hallmark for all audio-visual campaigns of the company.

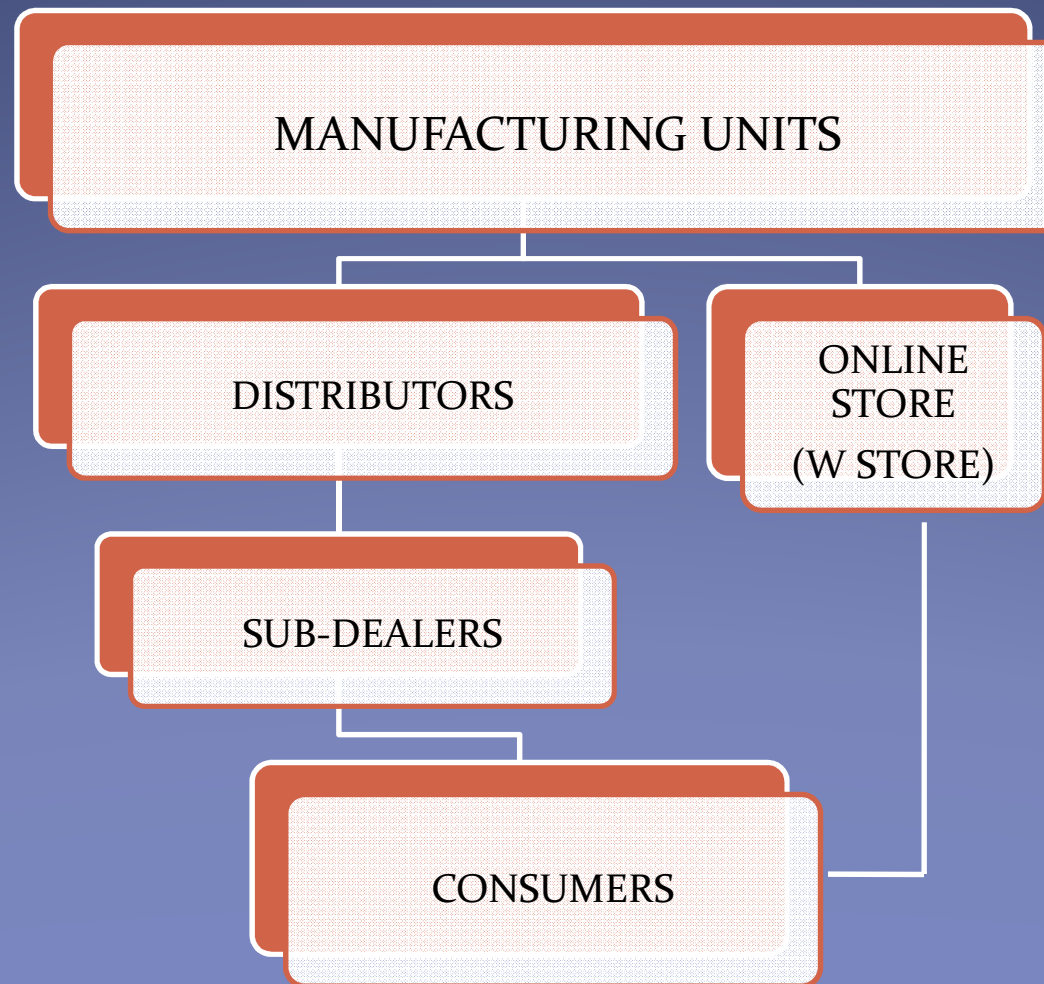
LG:

- Tagline of LG is “**LIFES GOOD**”.
- LG sponsored 1999 and 2003 Cricket world cup as a part of its Promotional strategy.
- LG has brought many Star Cricketers and bollywood celebrities to promote its wide range of products.

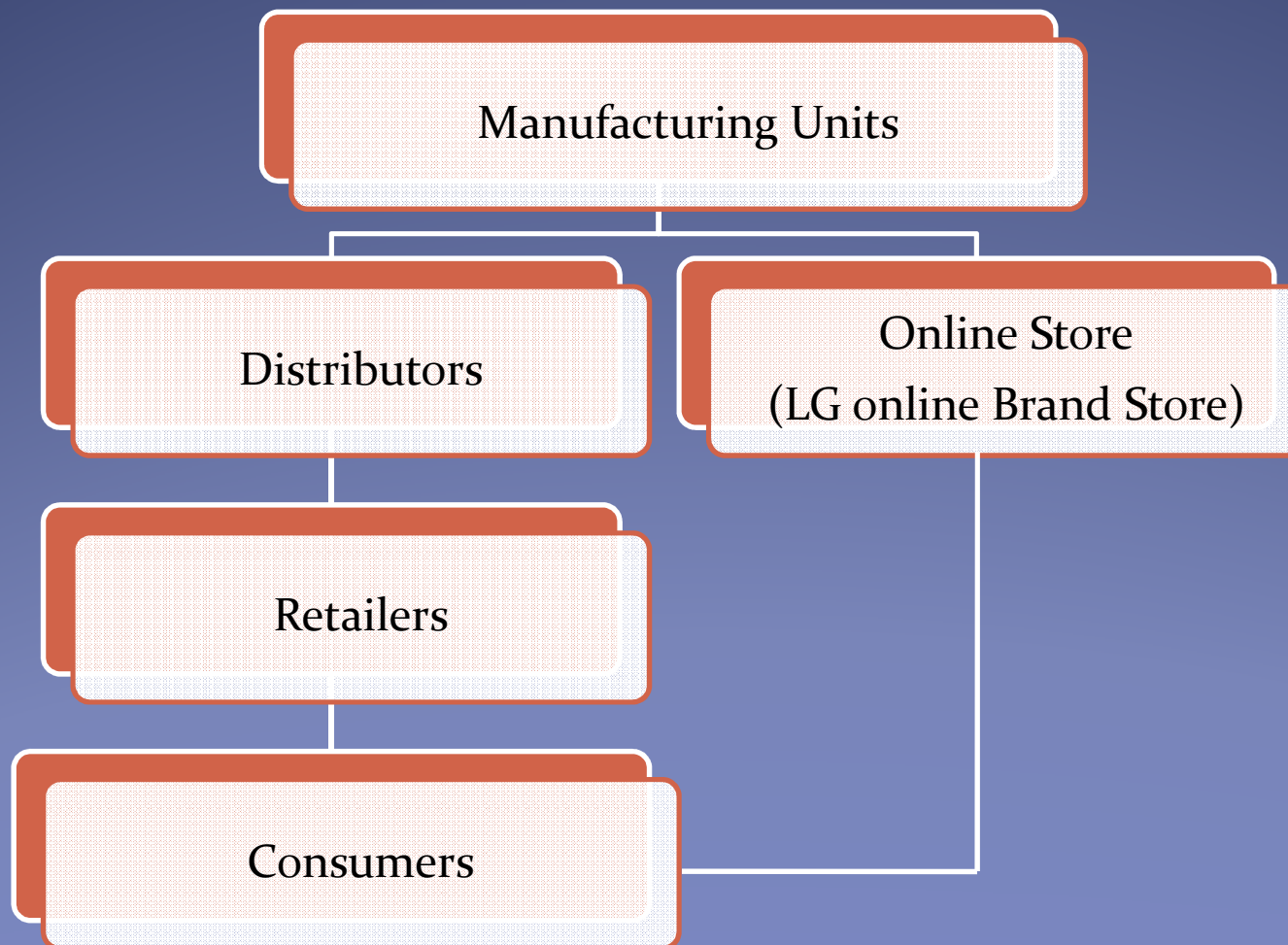
SAMSUNG'S DISTRIBUTION NETWORK



WHIRLPOOL'S DISTRIBUTION NETWORK

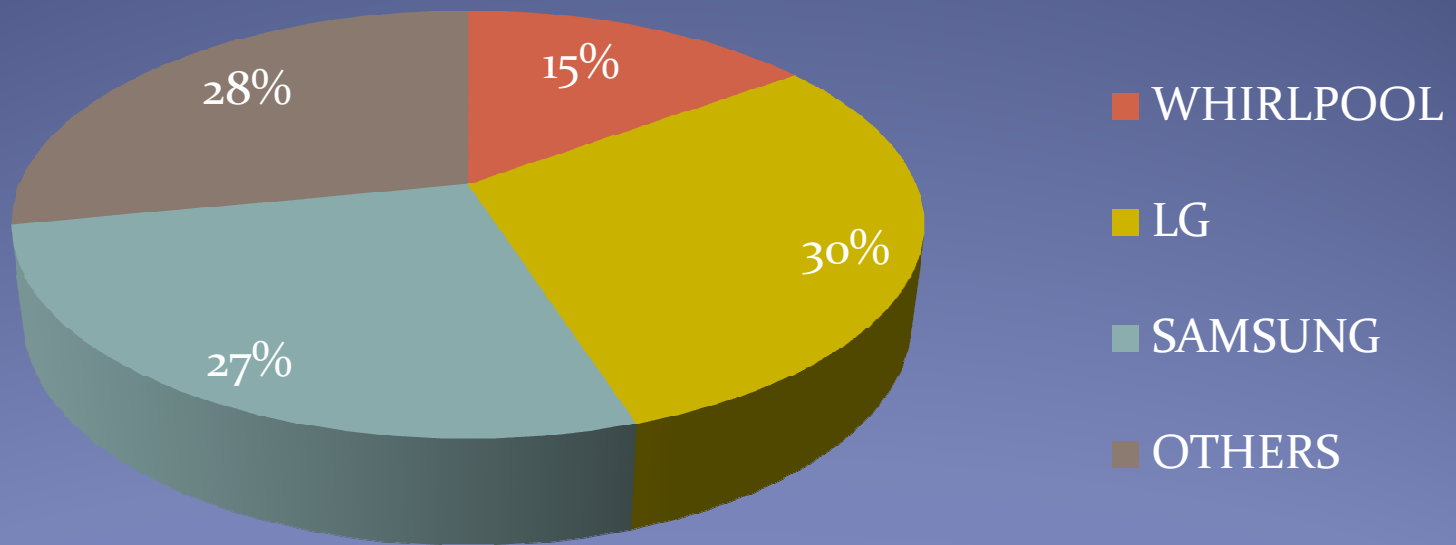


LG's DISTRIBUTION NETWORK



MARKET SHARE OF SAMSUNG'S WASHING MACHINES IN COMPARISON WITH COMPETITORS

% SHARE



Source: The Economic Times

Research & Development

- Innovation is crucial to Samsung's business. As new technologies are being constantly introduced to the market, speed is essential for remaining competitive in today's digital era.
- R&D comprises of –
 - I. PEOPLE: One of Samsung's strongest assets is the team of talented researchers and engineers. More than a quarter of all Samsung employees work everyday in research and development.
 - II. ORGANISATION: The R&D centres of each business focus on technology that is expected to deliver the most promising long-term results.
 - III. INVESTMENT: Samsung invests at least 9% of its sales revenue in R&D activities.
 - IV. GLOBAL R&D NETWORK: Samsung's research and development network spans six Samsung centres in Korea and **18 more in 9** other countries, including the US, UK, Russia, Israel, India, Japan and China.

CONCLUSION

- Samsung's product mix is wide as compared to that of LG and Whirlpool.
- Samsung's BRAND image is quite effective amongst Indian consumers.
- The prices quoted by Samsung for its various products give it an advantage over other competitors.

THANK YOU

