

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

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