

# Apple and Samsung: Macro & Micro-Environmental Forces

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## Executive Summary

There are notable impacts of globalization on the performance of companies. Evidently, there is need for adoption of more strategic measures. These are applicable within all business operations. Marketing, organizational leadership and collaborations are important.

These factors are eminent within this report. Apple and Samsung companies face these challenges. The companies are associated with the contemporary Samsung galaxy s3 and iPhone 4s. The companies have remarkable performance and development history (Murray-Webster & Williams, 2010).

They also have wide range of trade networks and product portfolio. They produce electronic gadgets that have diverse functional capacities. The report analyses the macro and micro-environmental forces that influence performance of these companies. There are vital lessons drawn from the analysis of these two companies.

## Introduction

This paper analyzes the Apple and Samsung companies. They are renowned global electronic producing corporations. In particular, Samsung Corporation manufactures TVs and mobile phones. Presently, it produces the modern Samsung galaxy s3. On the other hand, Apple Company produces the iPhone 4s. These corporations are notable global competitors.

Their products are highly popular and acceptable within various global destinations. Indicatively, the two companies depict a high level of innovative technology (Palmer, 2004). This is notable from the period of their inception. The report examines various business factors influencing competition and success in these two companies. Various strategic tools of analysis are applicable in the process.

# Macro Environment Of Samsung Electronics Essays

**VM Jensen**



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