**Value-Creation Strategy by Samsung**

# DATCB/565: Opportunity Evaluation and Value Creation

Competency 3 -Reflection

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**Value-Creation Strategy by Samsung**

For over a decade, Samsung has stayed at the top as one of the most renowned television manufacturers. They are famous for their high-quality sound, image quality, and enhanced user experience. The products are developed using the Tizen OS platform. According to analysts, televisions with the operating system make up 12.7% of the total televisions owned, representing 162.3 million users. The number gradually increases by 21% every year. Apart from supporting the key OTT applications by default, Tizen OS contains the Samsung TV plus. The feature allows one to access various movies and television shows for free.

The innovation used by Samsung on their televisions is incremental. Even though many companies focus on disruptive innovations, this is an ancient strategy that has allowed established organizations like Samsung to remain competitive. A look at their television sets over the years shows minor and steady product improvements (Dess et al., 2021). The low-risk strategy concentrates on improving the televisions to align with existing consumer trends, an example being the need to create wireless smart televisions. Samsung can maintain its business model and refrain from undermining its existing products. As many know, the products were heavy, requiring wired aerials to show content to users. Modern televisions serve the same purpose but are smaller and provide high-quality experiences.

The innovation on television sets is product-related. This is a type of innovation consumers can notice and leads to the improvements of the previous television products either to incorporate new consumer trends or solve unique needs like the ability to surf the internet using the televisions. Product innovation happens when a company reacts to various factors, and it can respond to customer needs influenced by economic, social, or cultural factors (Hisrich et al., 2020). It can also be due to organizational needs influenced by the urge to expand to new markets or gain a competitive advantage.

Value could be added to the innovations by including high-performance gaming attributes that align with current trends. This would involve allowing gamers to play games to have a more comprehensive view of the content by allowing 4k gaming at 120Hz on a 32:9 ultra-wide aspect ratio. This would enable them to see most of the details in the game items while reducing screen panning.

Another feature that may be included is a connection that allows the televisions to automatically link with game consoles while indicating the console types and allowing for ease in switchability to the desired port when a console is switched on. Additionally, they can be equipped with a feature that identifies a game's dark scenes and detects the items within them. It optimizes the dark backgrounds to reveal aspects that were not easily seen. They could also include a feature that improves sound settings by adjusting them to the type of game selected to create a 3D sound effect. Lastly, the company can find ways to mitigate the input lag since this reduces the reaction rate when one is playing a game. It can include innovation that prevents stuttering and screen tearing by combining the GPU with the television's framerate.

**References.**

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