



Samsung: Becoming the Biggest

Listening Questions 1:

1. What was Samsung's main goal 10 years ago?
2. In terms of market share, what was Samsung's rank in mobile handsets?
3. What did Samsung do to become a top brand?
4. What major sporting event did Samsung sponsor in 1998?

Listening Questions 2:

1. Where and when was Samsung founded?
2. What did Samsung manufacture at first?
3. How many black and white TVs had Samsung manufactured by 1981?
4. What does the name "Samsung" mean?

Transcript 1:

Just ten years ago, Samsung's main goal was to catch up with its Japanese competitors. In 2010 it outperformed major Japanese electronics makers in many categories. In terms of global market share, Samsung was number 1 in flat-panel TVs and memory chips, and number 2 in mobile handsets. Samsung is also one of the top suppliers of many other home appliances.

To become the top brand in the electronics business, Samsung has spent a lot of money on marketing and branding. In 1996 Samsung decided to sponsor major sporting events and became official sponsor for the 1998 Nagano Winter Olympics. Today Samsung is a name that almost always appears in big games and events.



Transcript 2:

Samsung Electronics was founded in Daegu, South Korea in 1969 as Samsung Electric Industries. It originally manufactured electronic appliances such as TVs, calculators, refrigerators, air conditioners and washers. By 1981, the company had manufactured over 10 million black and white TVs. In 1988, it merged with Samsung Semiconductor & Communications.

The name "Samsung" means "three stars" and foretells success.