



**applied
businessminds**
integrated management solutions



case study

Samsung Electronics

“We required that the Applied Business Minds team would work with us to implement their recommendations. This they did and it gave me confidence that we would get workable solutions from them. Our experience with Applied Business Minds has been fruitful.”

Managing Director, Samsung Electronics

the client

Ranked as one of the fastest growing brands in the world*, Samsung operates in numerous European countries and has subsidiaries that include manufacturing sites, R&D facilities and sales and marketing companies.

Samsung Electronics in the UK employs around 200 staff in a variety of technical disciplines and management functions. Expected to deliver complex projects to exacting standards, its UK design division commissioned **Applied Business Minds** to support a major international development programme.

*Source: InterBrand, August 2003

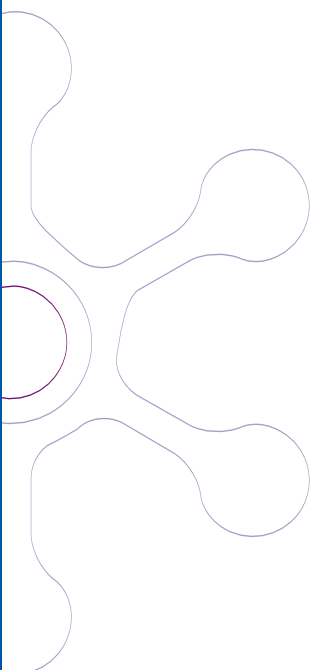
the brief

Samsung Electronics asked **Applied Business Minds** to work with its Managing Director and Senior Management team to:

- 1 **evaluate progress on a major international development programme**
- 1 **analyse the organisation’s structure, methods and processes**
- 1 **assess risks, gaps and potential problem areas across the entire programme**
- 1 **recommend changes to ensure the programme’s success**
- 1 **implement changes from within the organisation**
- 1 **recommend ways to develop the organisation in the long term**

“It was obvious that the Applied Business Minds team had our best interests in mind at all times. Following a very detailed analysis of what was required, they became a committed and integral part of our team working to deliver in practice their recommendations.”

Senior Programme Manager, Samsung Electronics





the approach

To align our work with Samsung Electronics' requirements as the programme moved forward and to allow for a high degree of flexibility, we adopted a phased approach with five key stages:

- 1. Initial evaluation**, working in partnership with Samsung Electronics, to define their requirements and objectives
- 2. Internal analysis** across all functions within the organisation
- 3. Presentation of key recommendations** to the Managing Director and Senior Management team
- 4. Joint agreement** of the changes required to ensure the programme's success
- 5. Integration** of the Applied Business Minds team within the organisation to implement the changes

the results

The **Applied Business Minds** team worked within Samsung Electronics to convert our recommendations into results quickly and effectively.

We provided the organisation with:

- 1 a detailed evaluation of the Samsung programme**
- 1 comprehensive recommendations for change**
- 1 structured programme management within a multicultural, multi-function environment**
- 1 an internal relaunch of the programme with agreed objectives and timescales**
- 1 matrix and direct management of large teams within the organisation**
- 1 confirmation of programme deliverables from internal teams and external suppliers**
- 1 new strategies, processes and organisational structure**
- 1 recommendations for further development of the organisation and its business practices**

If you would like to discuss how our team can work with your organisation, we'll be happy to discuss your requirements in a free, no-obligation meeting.

To find out more, call us on **0845 3456 626** or email **info@appliedbusinessminds.com**.

You can also visit us at **www.appliedbusinessminds.com**.

"Applied Business Minds rapidly identified many of the key challenges facing the programme. Their recommendations were both detailed and appropriate. In addition, their assistance in implementing their recommendations has ensured that they have delivered real practical benefits to the organisation."

R&D Section Manager, Samsung Electronics

