

Introduction



“All-Star life,
Don't miss this Opportunity”

The Samsung folding machine's marketing plan and studies on customer satisfaction

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Samsung's marketing strategy and consumer satisfaction will be discussed in this study. First, it uses literature to comprehend the development culture of Samsung's folding machine screen as well as the SWOT and 4P analysis. We attempt to analyze the findings and offer references and advice.

We put out the following four suggestions in light of the literature review and the questionnaire:

More marketing techniques

The Upgrade of Screen Technology

Increased battery life

More price tiers