

Samsung Electronics Global Web Site – Country Web Site

GLOBAL WEB SITE WHERE TO BUY Sample Page Content

B1 **WHERE WE ARE**
Main Page

- Where to Buy
 - Map of Regions
 - link to Where to Buy Region page
- Where to Get Service
 - Map of Regions
 - link to Where to Get Service Region page

B2 **Where to buy**
Region Page

Region Info

- SEC regional sales office address, phone, fax, e-mail
- link to SEC shopping site
- If there is Regional Site – link to region's Where to Buy page

SEC sales office or authorized sales office
address, phone, fax, e-mail

Countries
for each country:
SEC sales office or authorized sales office address, phone, fax, e-mail

- link to country site's Where to Buy page

On-line retailers

- for each:
address, phone, fax, e-mail
- link to online sales site

Form for locating the nearest retailer

Retailers

- for each:
address, phone, fax, e-mail
- web site links

COUNTRY/REGION WEB SITE WHERE TO BUY Sample Page Content

B3 **Where to buy**
Country sorted by location

- link to Where to Buy page sorted by product type
- link to SEC shopping site
- SEC sales office or authorized sales office address, phone, fax, e-mail

On-line retailers

- for each:
address, phone, fax, e-mail
- link to online sales site

Form for locating the nearest retailer

Retailers

- for each:
address, phone, fax, e-mail
- web site links

GLOBAL WEB SITE CONSUMER PRODUCT Sample Page Content

A1 **Samsung Electronics**
Global Home Page

- links to all Samsung Electronics Country Pages (Samsung Electronics Worldwide)
- Highlighted product picture
- linked to presentation picture
- News headlines (blurbs)
- link to full text articles in News
- links to promoted material from all three major sections

A2 **Product Group**
Product Type (Mobile Phone)

- Mobile Phone News and Events (blurbs)
- link to full text articles in Mobile Phone News
- Promotional information on new products and technology
- link to Featured Product
- links to Mobile Phone pages of all the Region /Country sites that show this product type
- link to Mobile Phone Support page
- link to Phones page in About Our Divisions

COUNTRY/REGION WEB SITE CONSUMER PRODUCT Sample Page Content

A3 **Product Group**
Product Type (Mobile Phone)

- Mobile Phone News and Events (blurbs)
- link to full text articles in Mobile Phone News
- Sub-Type Information (GSM, CDMA, PCS, cellular)
- link to Sub-Type pages
- link to Featured Product
- link to model specific downloads (Brochure, Manual, Updates)
- link to Country Where to Buy sorted by product type
- Ready to Buy link to SEC shopping site, if one exists

A4 **Product Type**
Product Sub-Type (GSM)

- names, thumbnail pictures and short descriptions of models
- Model Comparison Charts
- link to Model pages

A5 **Product Type**
Product Sub-Type Model (SGH 2200)

- Overview Features
- Accessories or Options
- link to Specifications page (if separate)
- link to model specific downloads (Brochure, Manual, Updates)
- link to Country Where to Buy sorted by product type
- Ready to Buy link to SEC shopping site, if one exists

GLOBAL WEB SITE SUPPORT Sample Page Content

C1 **Support**
Main Page

- links to Product Type Support pages in Product Type sections
- Support Search is present on every Support page

C2 **Product Type**
(Mobile Phone) Support

- links to all Country Site Product Type Support pages

C3 **Product Type**
(Mobile Phone) Support

- link to:
 - Online survey or poll
 - FAQs
 - Downloads and Files
 - Troubleshooting
 - Product Registration
 - Warranty Information
 - Service Contract
 - Contact Us (Support)
 - Info for Service Professionals
- link to Where to Get Service

C4 **Product Type**
Support FAQs

- Table of FAQs sorted first by category, then consistent product names
- links to documents

