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Top 10

World's Leading SEMICONDUCTOR Companies

A THOUGHT-PROVOKING REPORT ON PERFORMANCE, CAPABILITIES, GOALS AND STRATEGIES OF THE MAJOR COMPETITORS IN THE WORLDWIDE SEMICONDUCTOR MARKET

- Freescale • Samsung
- Hynix • Sony
- Intel • STMicroelectronics
- NXP/Philips • Texas Instruments
- Renesas • Toshiba

Available by Company and Section!

Contains nearly 650 pages and 66 tables

Includes a 65-page Worldwide Market Overview

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Rationale

Strategic assessment of the competitive environment is widely recognized as one of the highest priority management responsibilities -- crucial to business survival, growth and profitability. Timely and factual competitive intelligence is vital to the success of all business functions, particularly Planning, Marketing and R&D.

In a highly dynamic and fragmented semiconductor market, besieged by intense competition and the rapid pace of technological innovations, the ability to anticipate new competitive product introductions and marketing strategies is particularly important... and spells the difference between success and failure.

Objectives

"The Top 10 World's Leading Semiconductor Companies" is a unique multi-client study prepared by VPG in order to provide industry executives with strategically significant competitor information, analysis and insight crucial to the development and implementation of effective business, marketing and R&D programs.

The study's major objectives include:

- To establish a comprehensive, factual, regularly-updated and cost-effective information base on performance, capabilities, goals and strategies of the world's leading

semiconductor companies.

- To help current suppliers realistically assess their financial, technological and marketing capabilities vis-a-vis leading competitors.
- To assist potential market entrants in evaluating prospective acquisitions and joint venture candidates.
- To complement organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.

Methodology

The Top 10 report is based on a combination of primary and secondary information sources, including interviews, industry shows, and data retrieved from VPG's proprietary files, which were developed in the course of continuous monitoring of the electronics industry, nearly 100 multi-client studies, and various proprietary custom assignments. VPG's database contains extensive information on numerous semiconductor companies, technologies, products, and

executives worldwide.

Moreover, a comprehensive review of the Top 10 companies' product and financial literature, business and technical periodicals, trade and professional association surveys, marketing and technical meeting presentations, and pertinent industry analyst reports was conducted.

STUDY CONTENT

Worldwide Market Overview

The report will provide a concise analysis of the worldwide semiconductor market, including:

- Review of the major geographic regions (Asia/Pacific, Japan, Americas, Europe) and key product categories

(ICs, Discrete, Optoelectronics).

- The 2008-2013 sales growth for the worldwide semiconductor market by product category.

Company Strategic Assessments

For each of the **Top 10** companies, the report will provide an approximately **65-page** strategic analysis, including the following information:

SECTION I: EXECUTIVE SUMMARY

- A 5-8 page synopsis of key sections.

SECTION II: BUSINESS ORGANIZATION

- History of the company's semiconductor business evolution, important to the understanding of corporate culture, management mentality and strategies.
- Recent acquisitions and organizational changes.
- Current organizational structure.

SECTION III: SENIOR MANAGEMENT

- Background of senior executives.

SECTION IV: FACILITIES AND EMPLOYEES

- Major administrative, manufacturing and R&D facilities worldwide.
- Manufacturing practices.
- New plants under construction.
- Workforce size in major geographic region.

SECTION V: TECHNOLOGICAL KNOW-HOW

- Internally developed and acquired technologies, processes and related capabilities.
- Proprietary know-how and patent litigations.

SECTION VI: PRODUCT PORTFOLIO

- Review of major product lines.
- Recent product introductions and line extensions.

SECTION VII: MARKETING TACTICS

- Sales force size in the U.S. and other international markets.
- Distribution strategies.
- Promotional tactics.

SECTION VIII: FINANCIAL ANALYSIS

- Sales and operating profit by division, geographic region, market segment and product line.
- Five-year sales and operating profit performance.

SECTION IX: R&D EXPENDITURES AND MAJOR PROGRAMS

- Estimated R&D budget.
- Research facilities and staff.
- New technologies, products and product line extensions in development.

SECTION X: COLLABORATIVE ARRANGEMENTS

- Major joint ventures, product development and marketing partners, both industrial and academic.
- Terms of collaborative agreements and specific products involved.

SECTION XI: STRATEGIC DIRECTION

- Business, new product development and marketing objectives and strategies.
- Strengths and weaknesses.
- Anticipated acquisitions, joint ventures, and divestitures.

Comparative Analysis

In this section of the report, the **Top 10** companies are compared according to the following criteria:

- Worldwide sales and rank.

- Sales by geographic region.
- Operating profit and margins.
- R&D expenditures and percent of sales.

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