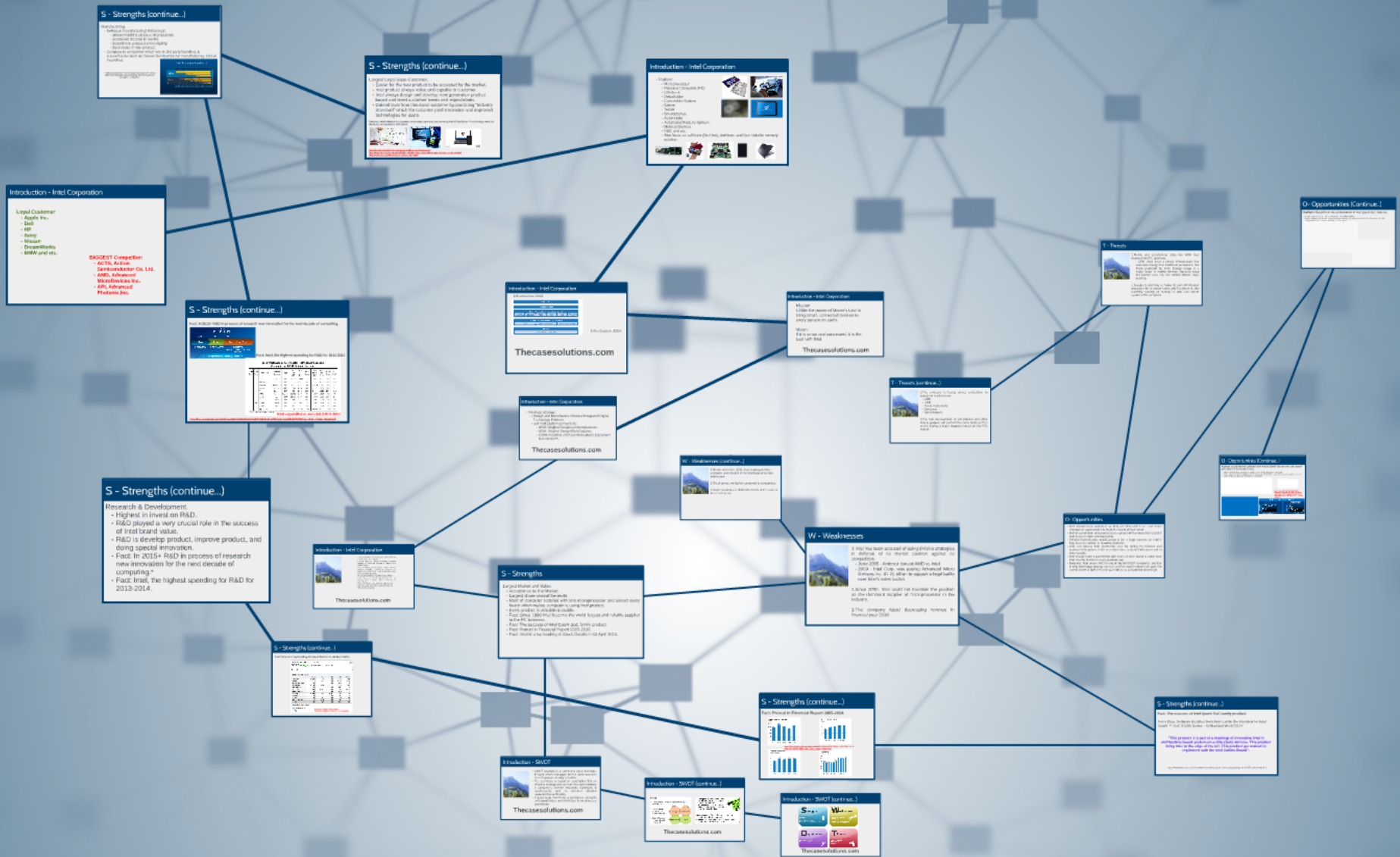
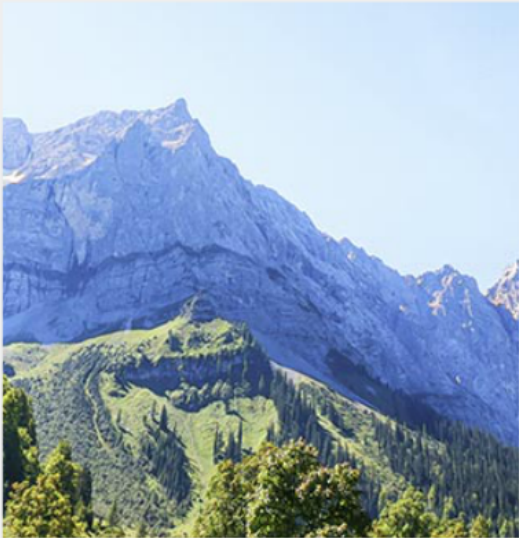


# Performance Evaluation and Potential Analysis: Two Sides of the Same Coin? Thecasesolutions.com



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# Introduction - SWOT



- SWOT analysis is a commonly used technique through which managers form a quick overview of a company's strategic position.
- The technique is based on assumption that an effective strategy derives from the state between a company's internal resources (strengths & weaknesses) and its external situation (opportunities & threats).
- A good state maximizes a company's strengths and opportunities and minimizes its weaknesses and threats.

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# Introduction - SWOT (continue...)

## SWOT

- Factors affecting an organization can usually be classified as:

- **Internal factors**

- Strengths (S)
- Weaknesses (W)

- **External factors**

- Opportunities (O)
- Threats (T)



- **Strengths**- Internal attributes that are helpful to the organization to achieving its objective
- **Weaknesses** – Internal attributes that are harmful to the organization to achieving its objective



- **Opportunities** – External factors that help the organization achieve its objective
- **Threats** - External factors that are harmful to the organization to achieving its objective

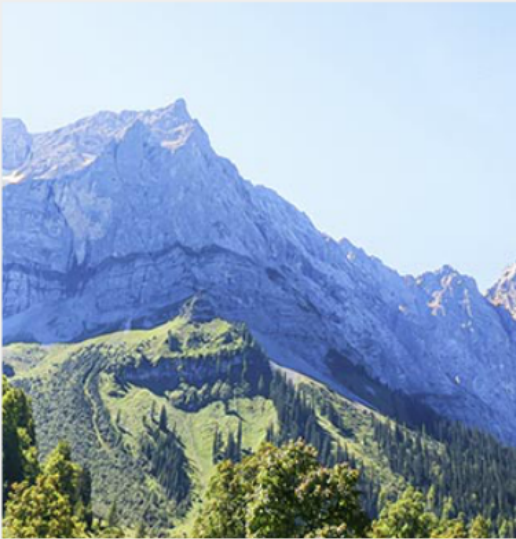
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# Introduction - SWOT (continue...)



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# Introduction - Intel Corporation



- Intel Corporation is the largest semiconductor manufacturer in the world.
- It is an American global technology company founded in 1968 by Gordon E. Moore and Robert Noyce.
- The company's product line includes network interface controller, motherboard chipsets and integrated circuits, flash memory, graphics chips and embedded processor.
- 107,600 employees worldwide (at end 2014).
- Intel has a strong market position in the semiconductor industry, which enhances its brand image.
- However, intense competition in all its market segment could reduce the company's market share and profitability.

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# Introduction - Intel Corporation

- Business Strategy:
  - Design and Manufacture Advance Integrated Digital Technology Platform.
  - Sell Intel platform primarily to:
    - OEM, Original Equipment Manufactures.
    - ODM, Original Design Manufactures.
    - ICEM, Industrial and Communications Equipment Manufactures.

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# Introduction - Intel Corporation

Mission:

Utilize the power of Moore's Law to bring smart, connected devices to every person on earth.

Vision:

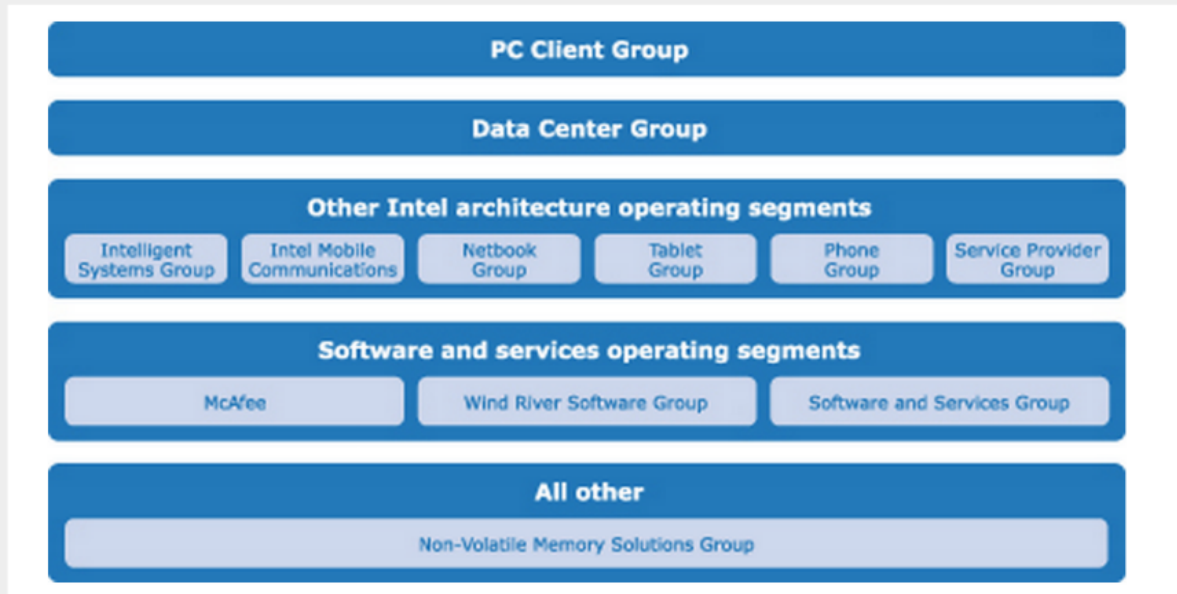
If it is smart and connected, it is the best with Intel.

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# Introduction - Intel Corporation

Infrastructure 2013:



Infrastructure 2014:

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