



Conclusion

"I can't change the direction of the wind, but I can adjust my sails to always reach my destination"

System on a Chip 2008: Ardentec Corporation



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Introducing Intel case study

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Overview

- History
- Mission, Vision & Value
- Internal Analysis
- External Analysis
- Business Level Strategies

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How can you build your own success story ?

And how can you manage it strategically
in a long term perspective ?

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Overview

History:

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- America's first mutual corporation headquartered in India, Ohio, Solon, Ohio
- Founded in July 19 1958
- Robert Hayes, Gordon Myers & Andrew Cross
- Member of the S&P 500 companies
- Member of the Fortune 500 companies
- Global Corporation with 100+ countries
- 2011 Revenue: 100 to 1000

- History
- Mission, Vision & Value
- Internal Analysis
- External Analysis
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Value:

Value:

Mission

to be the leading provider of
technology solutions, services and
support

Vision

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Analysis:
- unique set of Experiences
- Innovation
- technology leader
- respect the viewpoints of all our people
- values of discipline, quality, and risk-taking

Vision

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Vision is a picture of what the firm wants to be, and in broad terms,
what it wants to accomplish.

Our global workforce possesses a unique set of
experiences and abilities that are critical to our success.
And their passion for the mission makes it critical that our
work as a technology leader, the need therefore
respect the viewpoints of all our people and behave the
value of discipline, quality, and risk-taking that our
company was built on.

History:

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- American multinational corporation headquartered in santa clara, california
- Founded on july 18 1968
- Robert Noyce, Gordon Moore & andrew Grove
- Inventor of the X86 microprocessors
- created the world's first commercial microprocessor chip in 1971
- 61st company more valuable in the world
- 2013 Revenue : US\$ 52 billion

Vision

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Definition:

Vision is a picture of what the firm wants to be, and in broad terms, what it wants to ultimately achieve

Description:

“Our global workforce possesses a unique set of experiences and abilities that are critical to our success. And their passion for innovation helps us maintain our role as a technology leader. We must therefore respect the viewpoints of all our people and honour the values of discipline, quality, and risk-taking that our company was built on.”

Vision

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Analysis:

- unique set of Experiences
- Innovation
- technology leader
- respect the viewpoints of all our people
- values of discipline, quality, and risk-taking

Mission

Definition: **Thecasesolutions.com**

The mission statement of a firm focuses on its present business purpose - "who we are and what we do"

Current product and service offerings

Customer needs being served

Technological and business capabilities

The values underlying company's actions