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CONTENTS

- Industry background
- Underlying factors to re-design the supply chain
- Factors to be considered while re-designing the supply chain
- Expansion in Israel
- Different strategic locations
- Challenges & Recommendations
- Questions

INDUSTRY BACKGROUND

- Founded by Fred Kulicke & Al Soffa in Washington, Pennsylvania in the year 1951
- Supplier of semiconductor equipment
- Globally expanded its business to Switzerland in 1972
- In the year 2000 it reported high sales
- The sales grew \$7.5 bn in 1992 to \$47.7 bn in 2000
- Israeli site held 50% of the worldwide market share
- It's crown jewel are the wire bonders
- Present Head Quarters is in Singapore

Fred Kulicke and Al Soffa
form a partnership.

1951

KLIC builds world's
first wire bonder.

1956

KLIC is among the first companies to
list its shares on the NASDAQ exchange.

1971

KLIC makes first automatic
wire bonder (K&S Model 1412).

1972

KLIC introduces world's fastest, finest
pitch wire bonders (K&S Models
8028S and 8028PPS).

2000

KLIC launches the Power Series, a new
generation of semiconductor
assembly equipment.

2008

KLIC plans
prototyping of a
new advanced
packaging bonder.

2013

INDUSTRY BACKGROUND

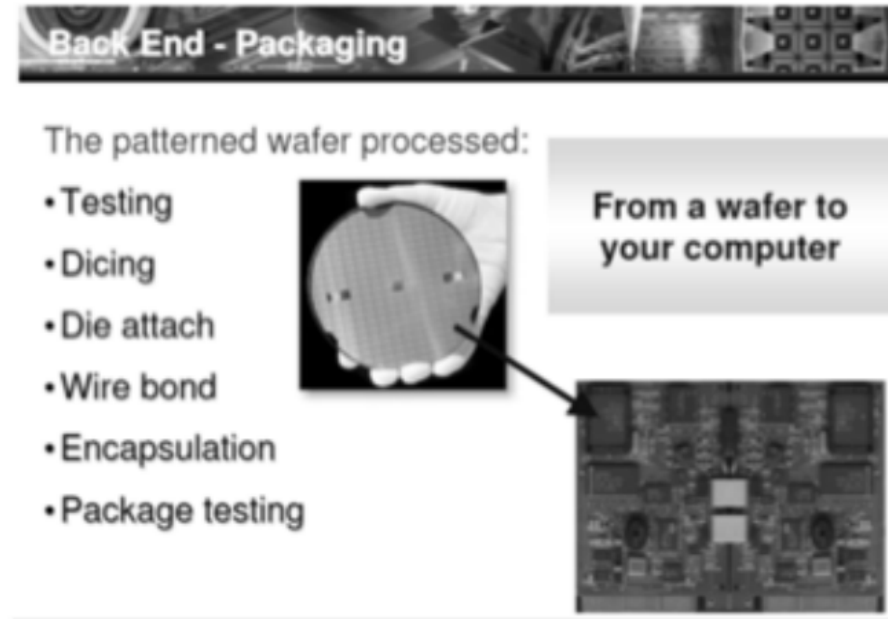
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Semiconductors

Figure 4. Semiconductor industry process.



Figure 5. Back-end process.



Customers

- Firms that performed contract assembly of semiconductor devices
- Captive and merchant manufacturers
- Customers outside the United States contributed upto 91% of sales in 2000, 83% in 1999, and 80% in 1998

