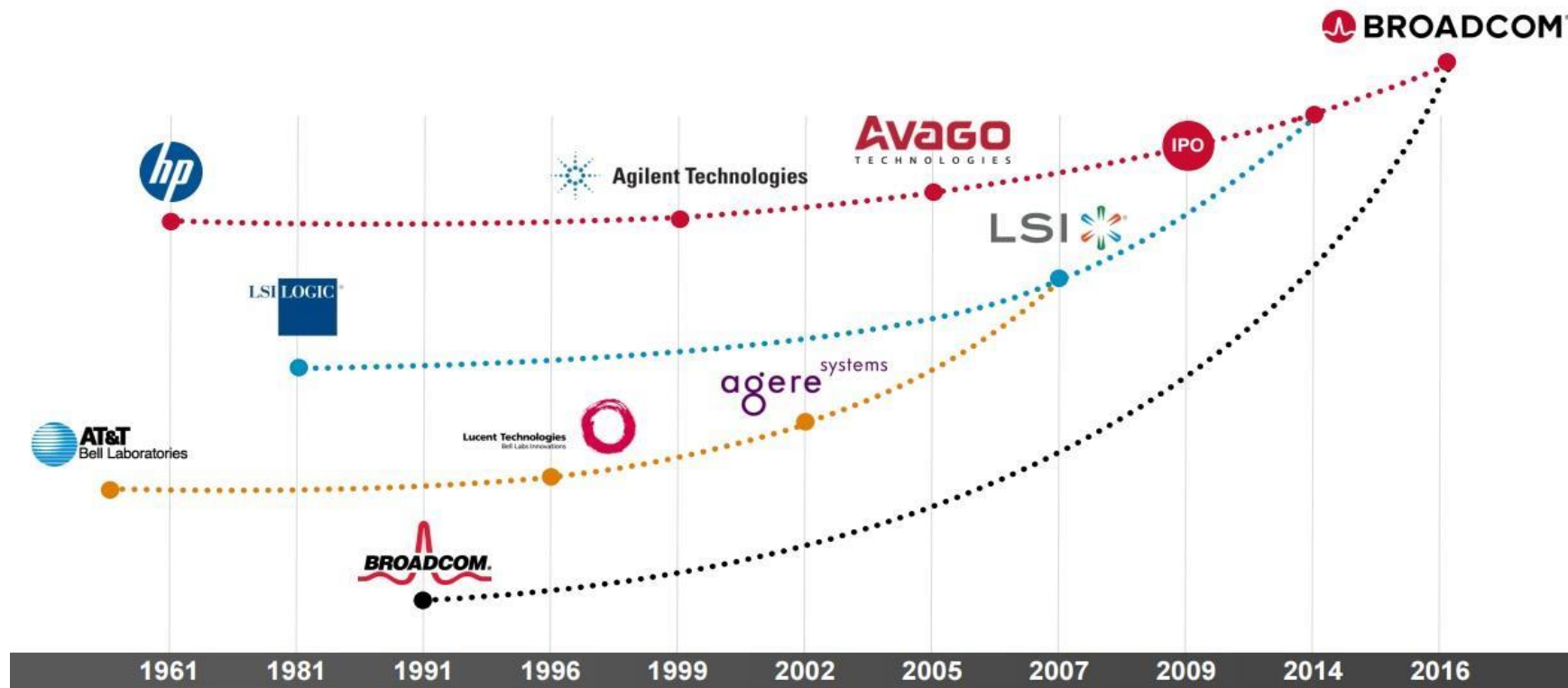




**BROADCOM<sup>®</sup>**

**Apeqsha, Aishwarya, Harshada, Aditi**

# About Broadcom



# About Broadcom

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5th in semiconductor industry,  
Revenue wise



3% share in global market



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Patent powerhouse,  
9th position in the industry

# Semiconductor Industry Overview

Major Players (market share)



Major Player	Market Share	Major Player	Market Share
Intel Corporation	10.4%	SK Hynix Inc.	4.9%
Samsung Electronics Co. Ltd.	7.5%	Other	77.2%



# Major Competitors - Pacman Style!



# What happened to Broadcom - Qualcomm Deal?



# Segments of Broadcom



## **Wired Infrastructure**

Networking and Broadband



## **Wireless Communications**

RF Front End and Wireless Connectivity



## **Enterprise Storage**

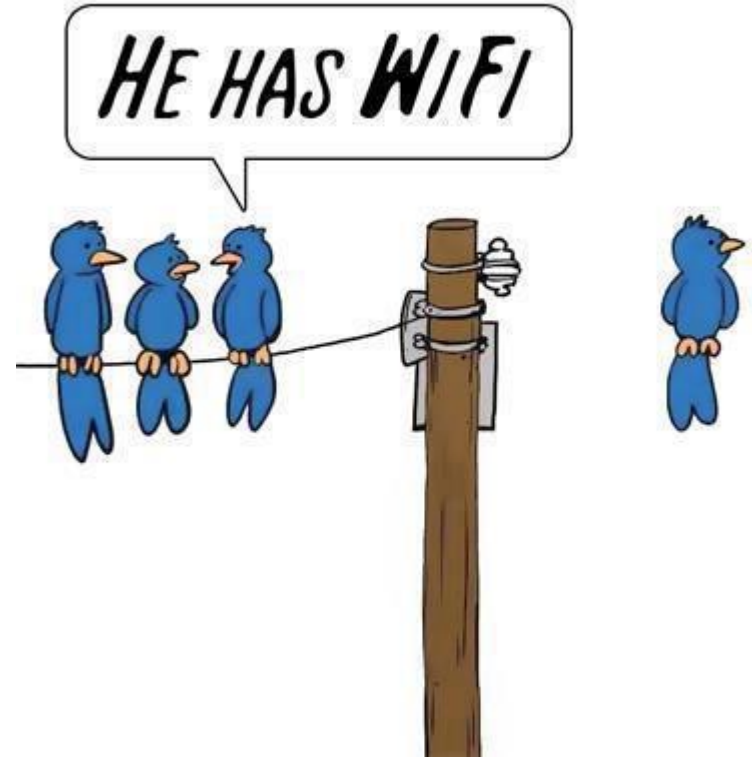
Silicon, Software and Storage



## **Industrial**

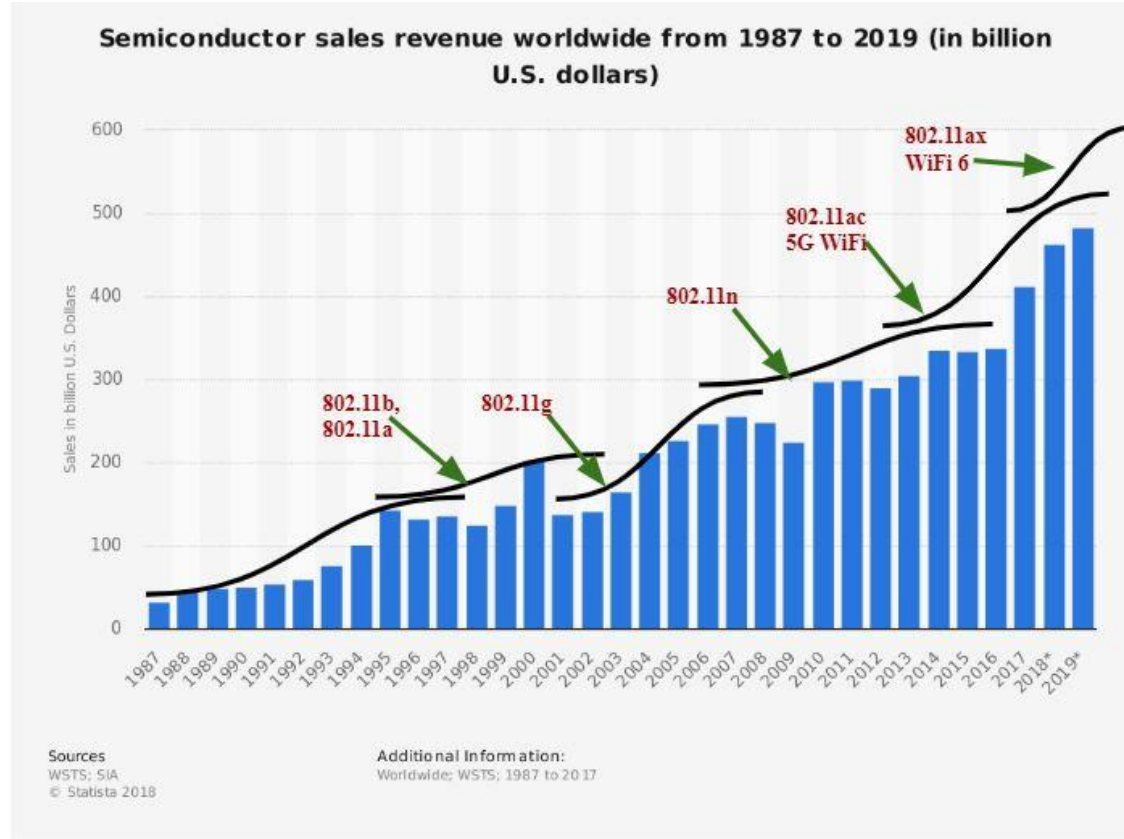
Automation, Networking and Protection

# Difference between 5G Network and 5G WiFi

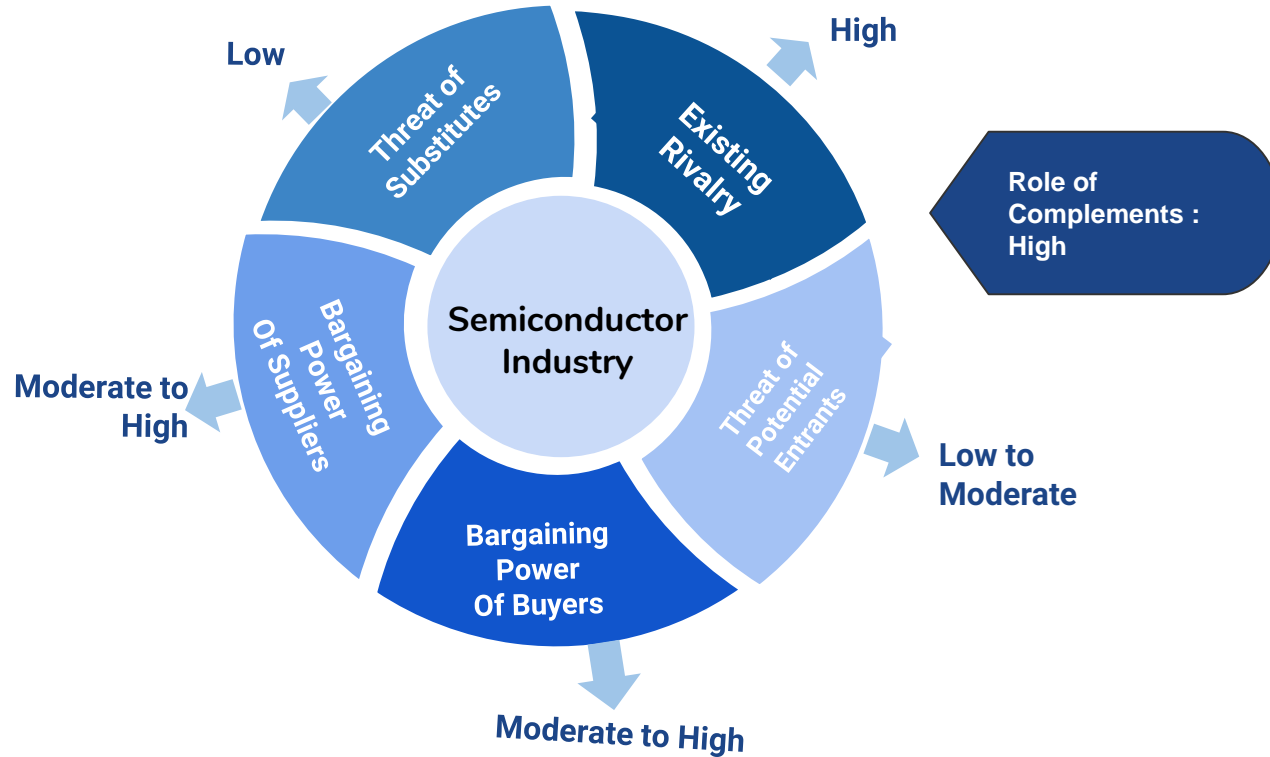




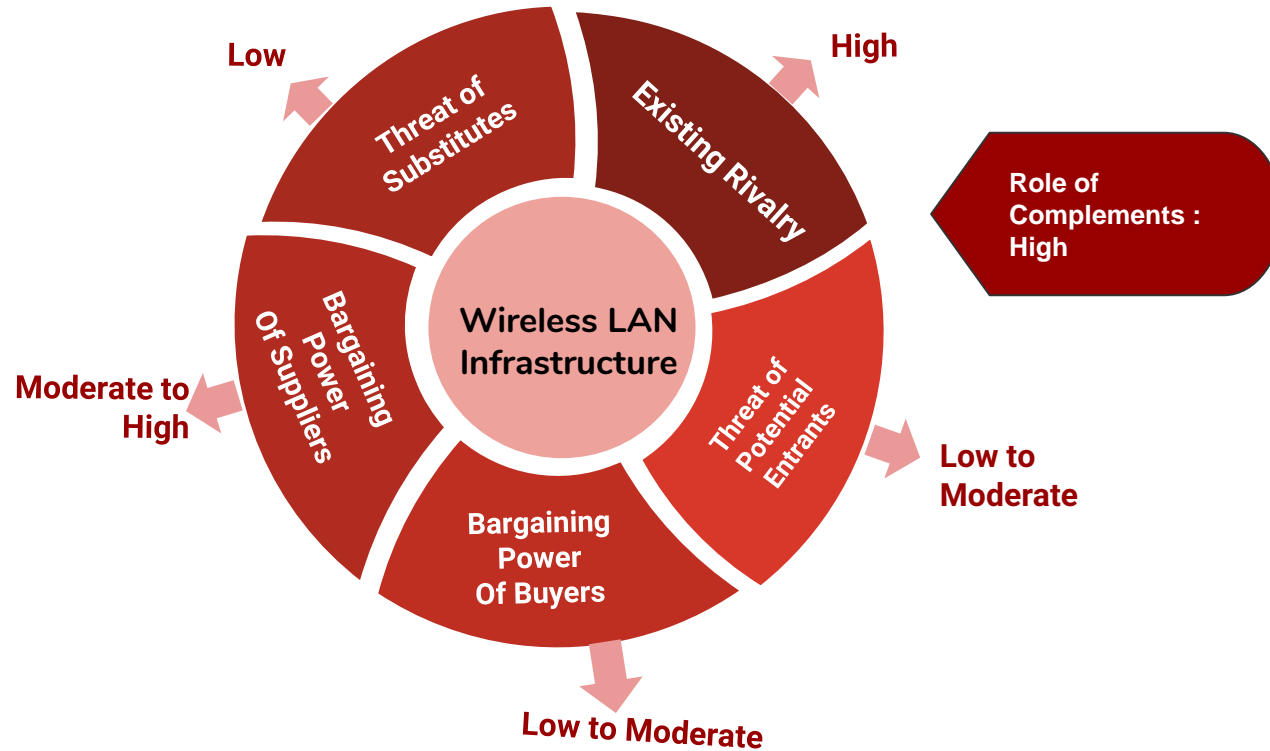
# S-Curve Analysis

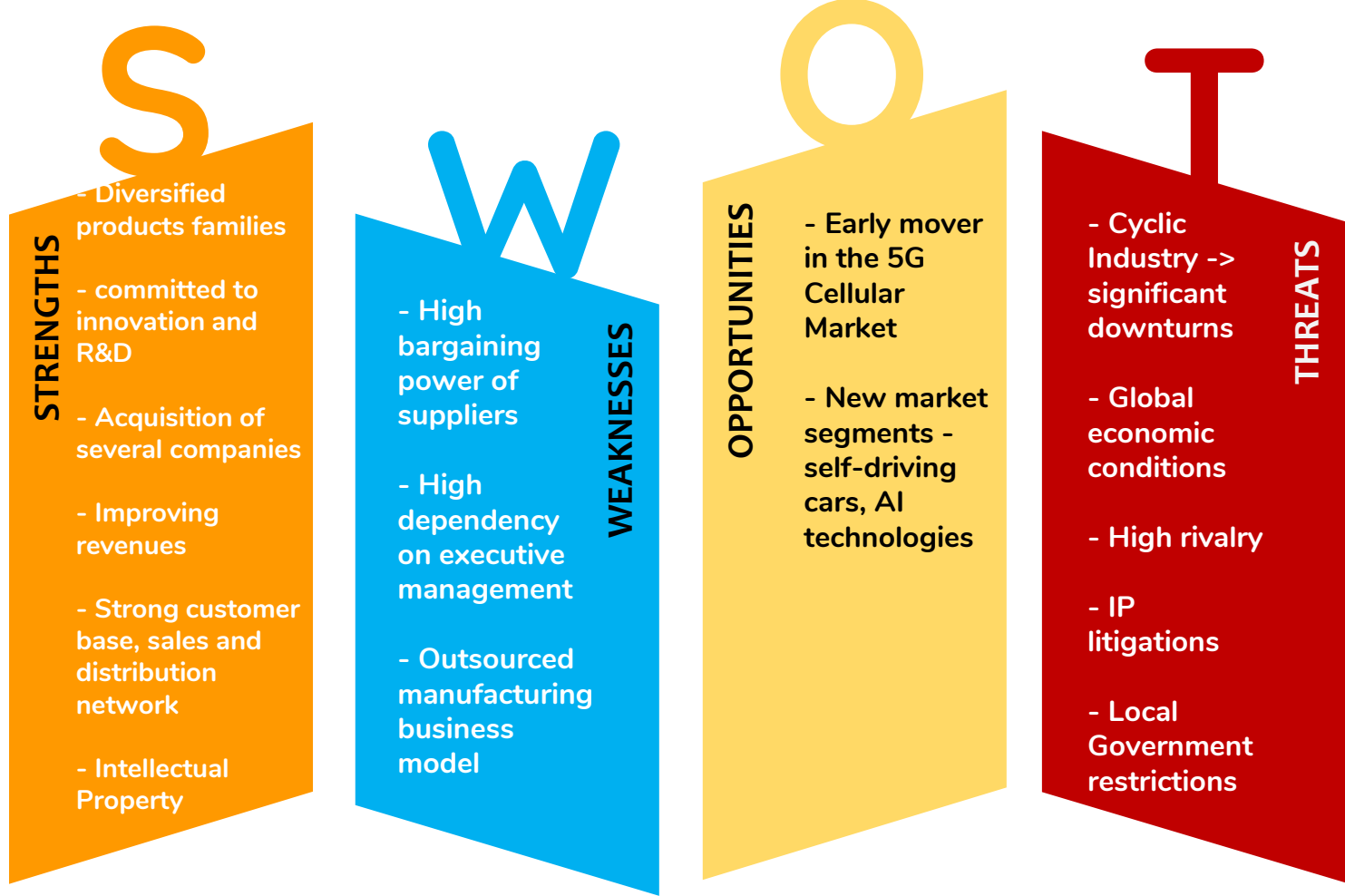


# Porter's Five Force Model -Semiconductor Industry



# Porter's Five Force Model - Wireless LAN Infrastructure





**Firm Infrastructure:** Fabless business model, third-party IT infrastructure and foundry

**Human Resource Management:** Managing employees after merger and acquisitions

**Technology:** Invest in product development via acquisition and in-house R&D

## Value Chain Analysis

### Inbound Logistics

- Multiple suppliers across globe
- Purchase order basis, low switching cost
- most manufactures and suppliers in Asia, low production cost

### Operations

- front end wafer manufactured by external foundries
- third party contract manufacturers
- IP critical products manufactured in US

### Outbound Logistics

- global distributors as well as direct sales
- inventories located in proximity of customers plants to support their time critical applications

### Marketing & Sales

- strategically placed regional distributors to reach more customers

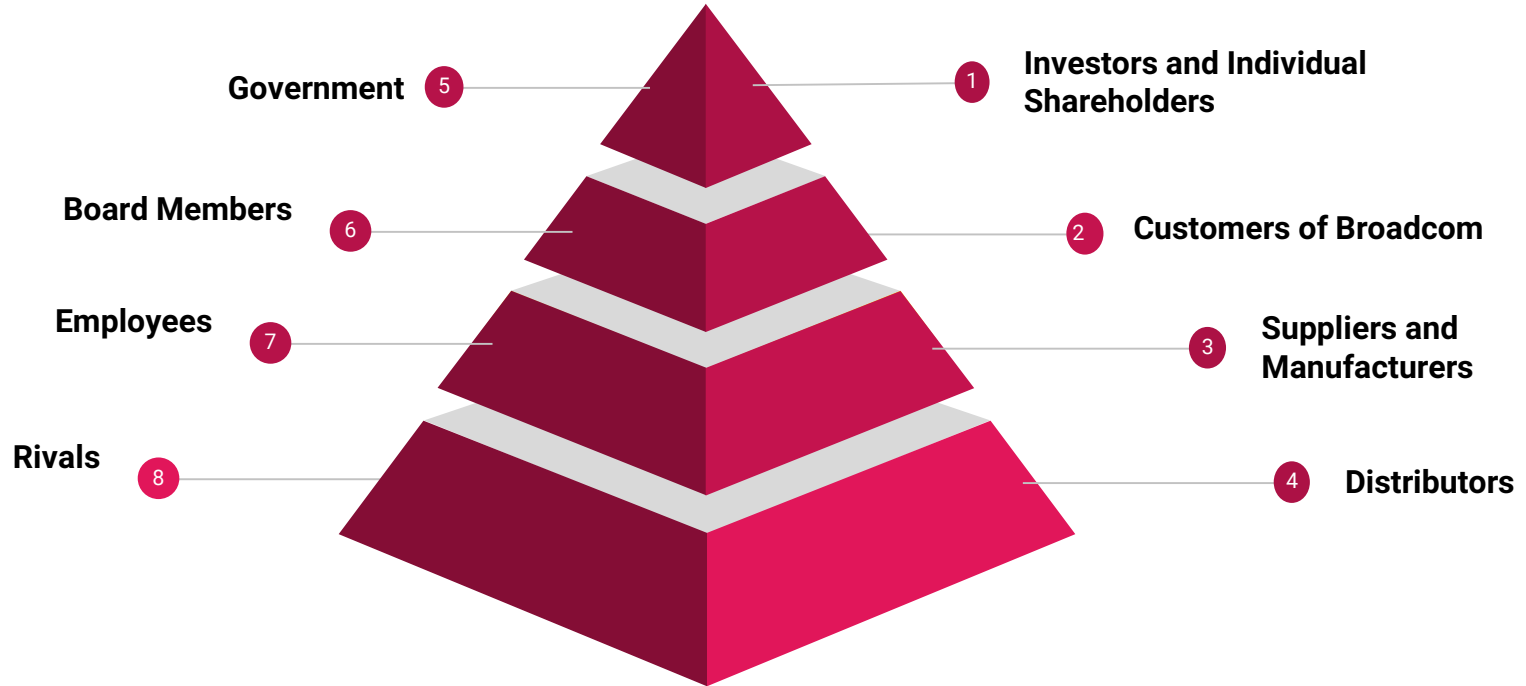
### Service

- regional support call centers
- skilled engineers close to customer sites

### PRIMARY ACTIVITIES

# Stakeholder Analysis

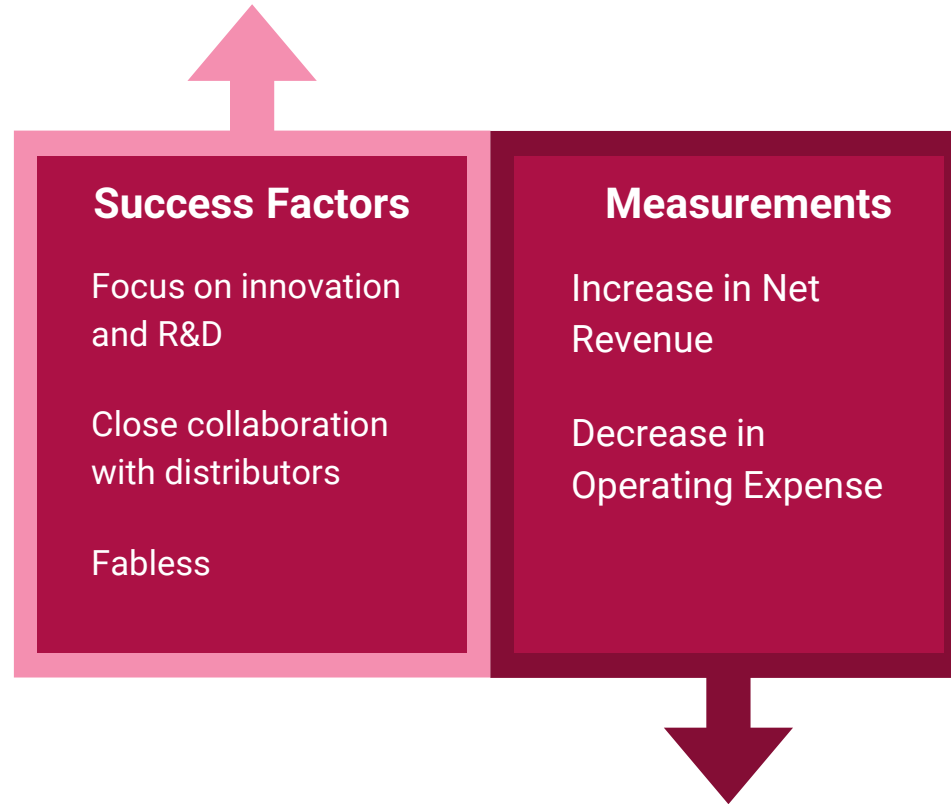
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# Balanced Scorecard



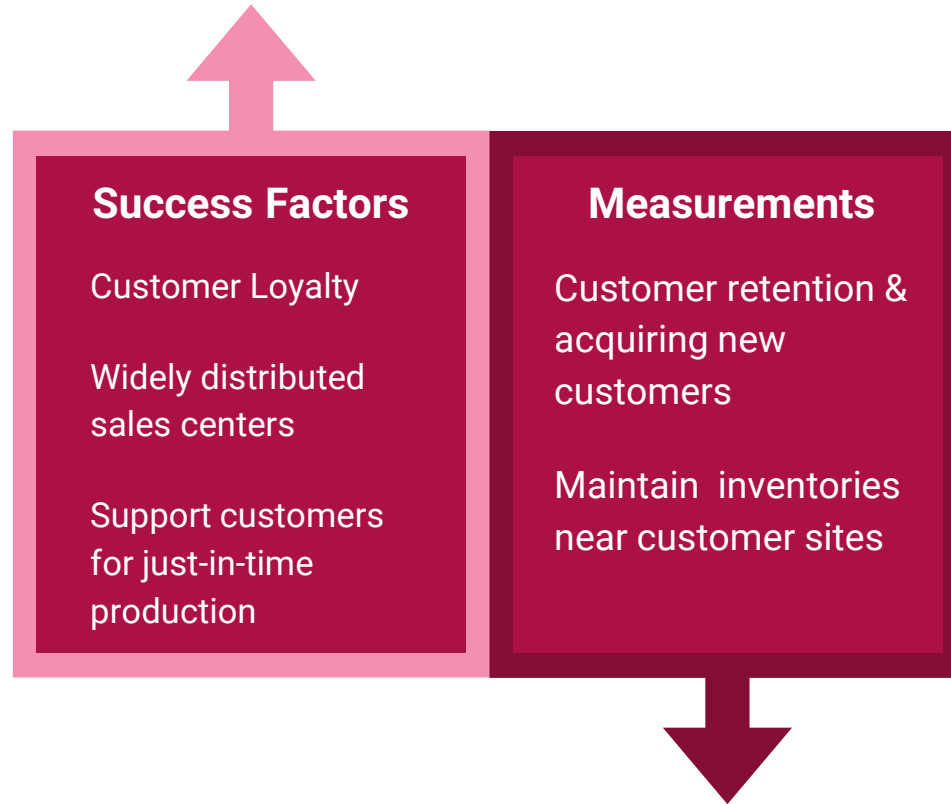
Financial  
Perspective



# Balanced Scorecard



## Customer Perspective

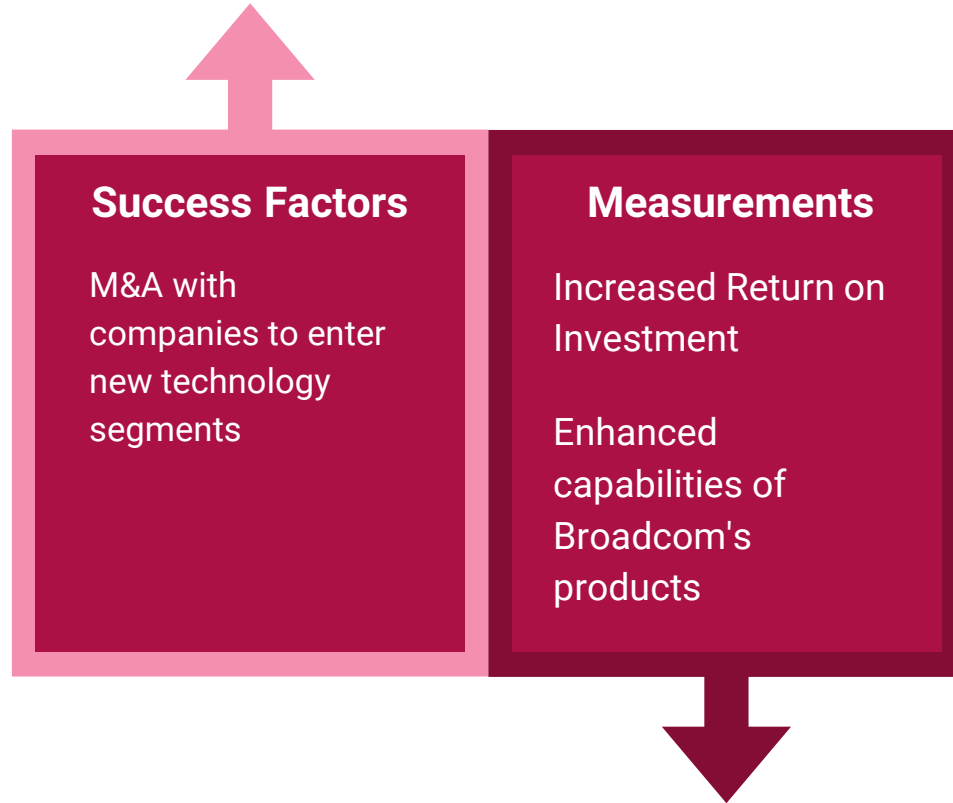




# Balanced Scorecard



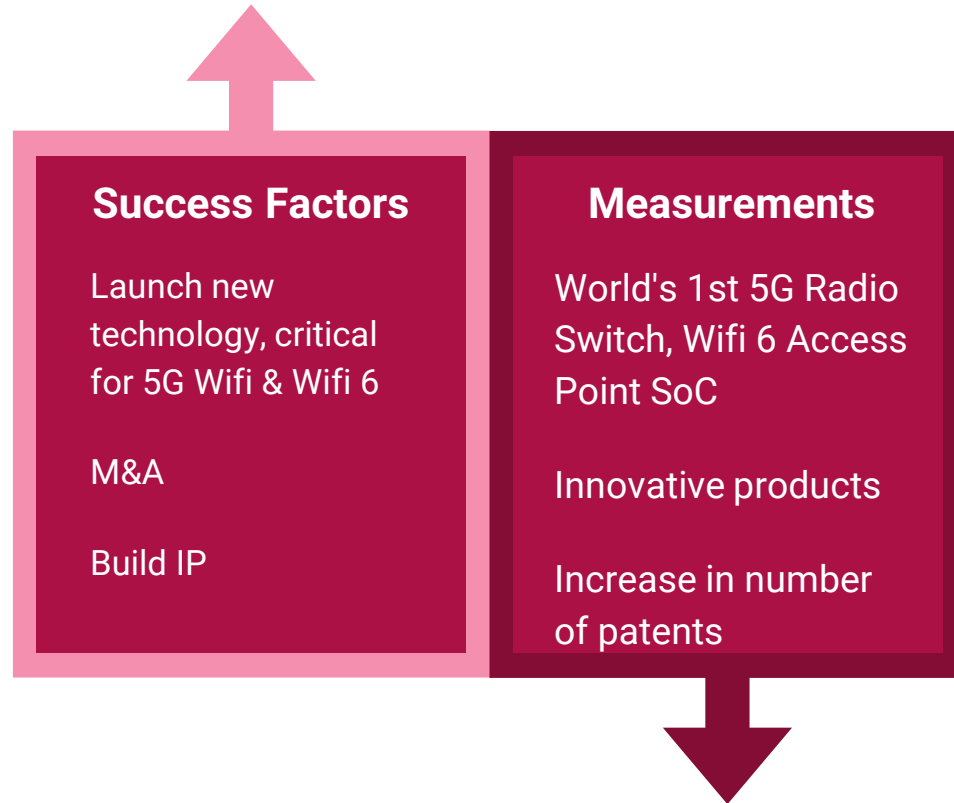
Internal  
Perspective



# Balanced Scorecard

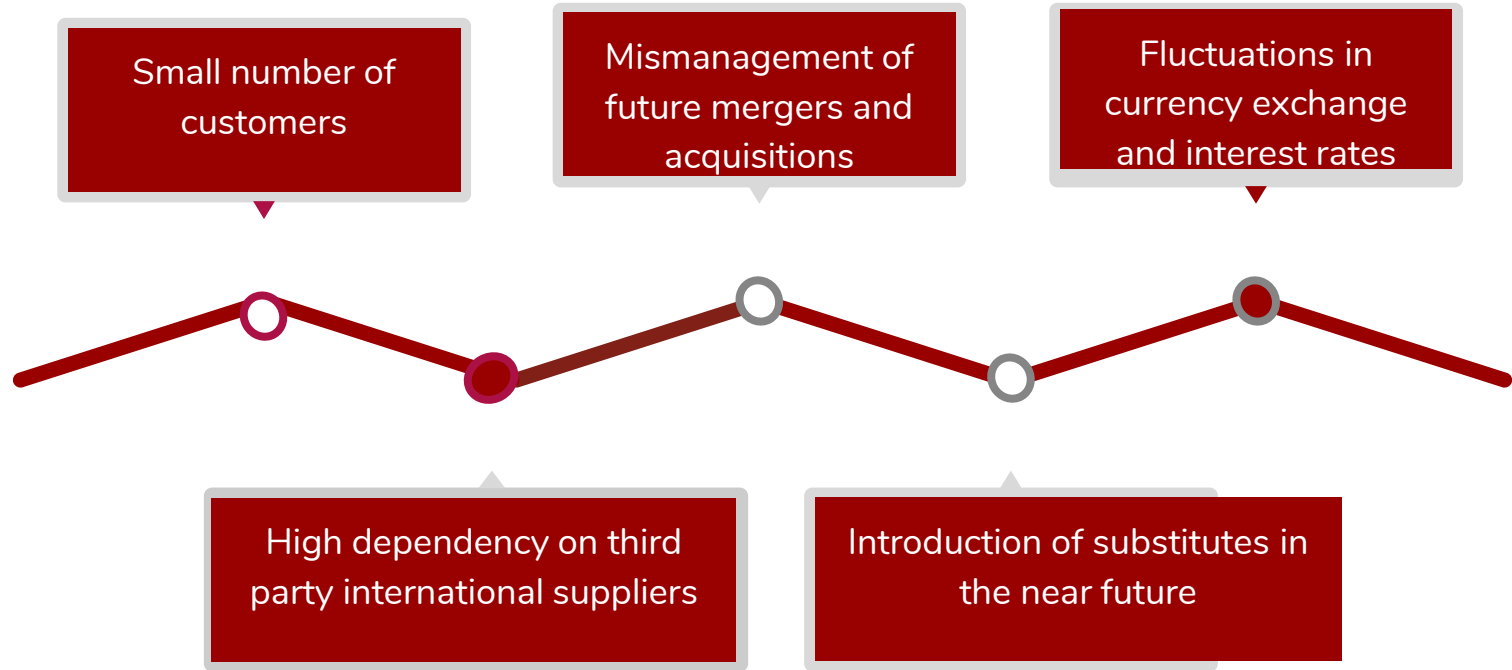


Innovation  
and  
Learning



# Future Risks

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# Conclusion

Semiconductor industry has huge growth potential but profit margins will keep decreasing due to high rivalry.



# Conclusion

Broadcom's business strategies gives them opportunities in:

- Diversified revenue model
- Entry to potential market segments
- Patent powerhouse



# Key Learnings

It is easy to  
learn the  
models,  
application is  
difficult!



# Thank You!

