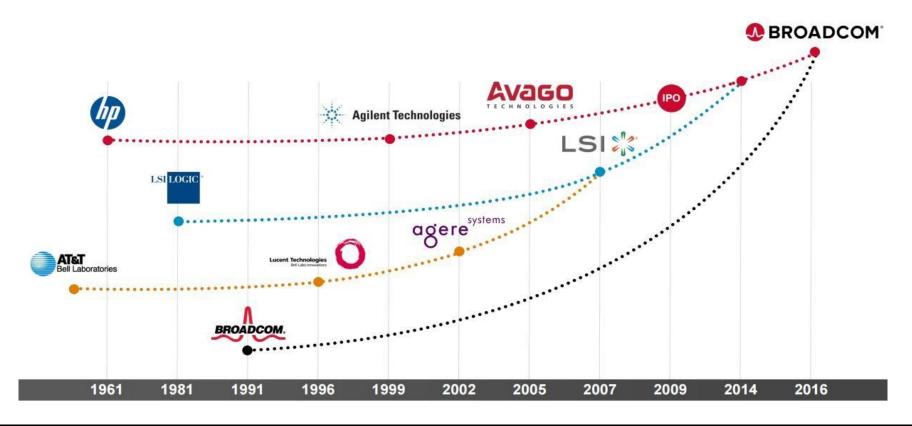


Apeqsha, Aishwarya, Harshada, Aditi

About Broadcom



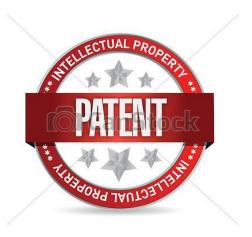
About Broadcom







3% share in global market

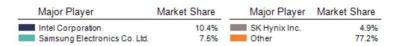


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Patent powerhouse, 9th position in the industry

Semiconductor Industry Overview

Major Players (market share)















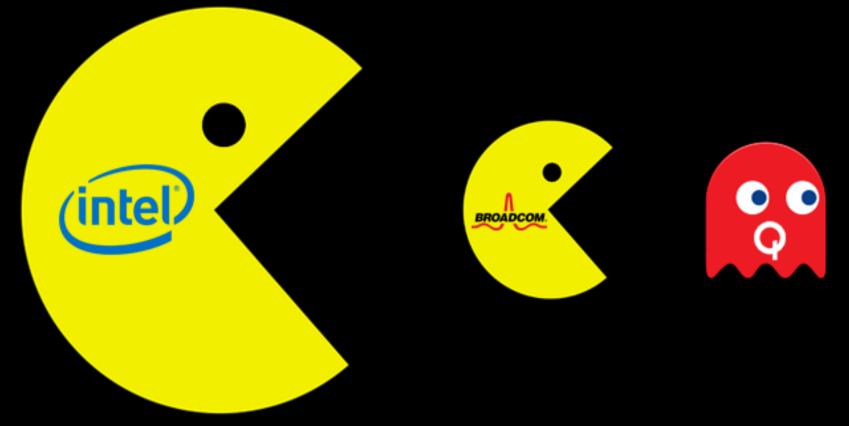








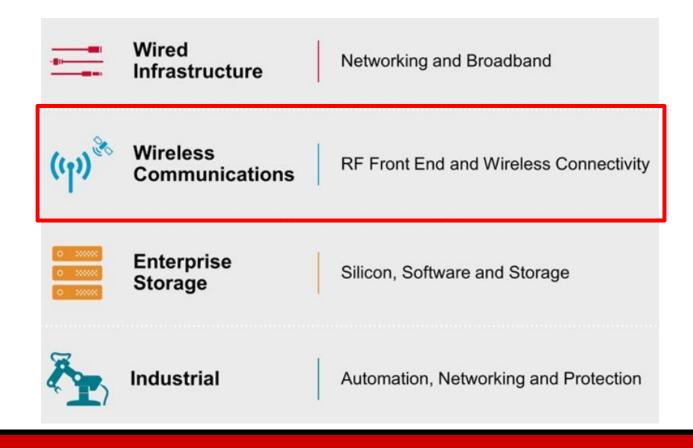
Major Competitors - Pacman Style!



What happened to Broadcom - Qualcomm Deal?



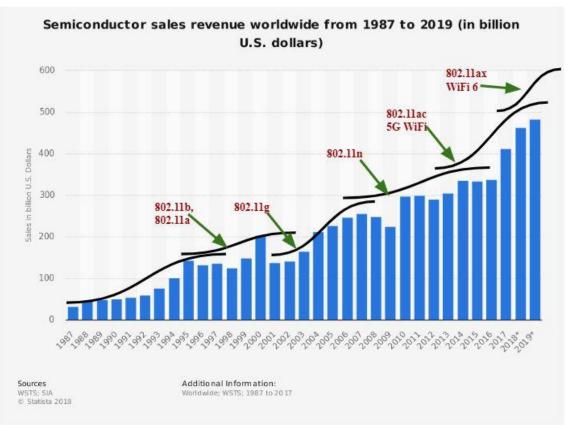
Segments of Broadcom



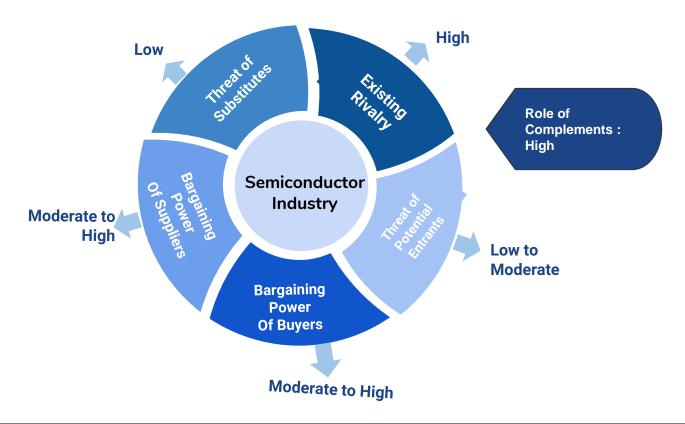
Difference between 5G Network and 5G WiFi



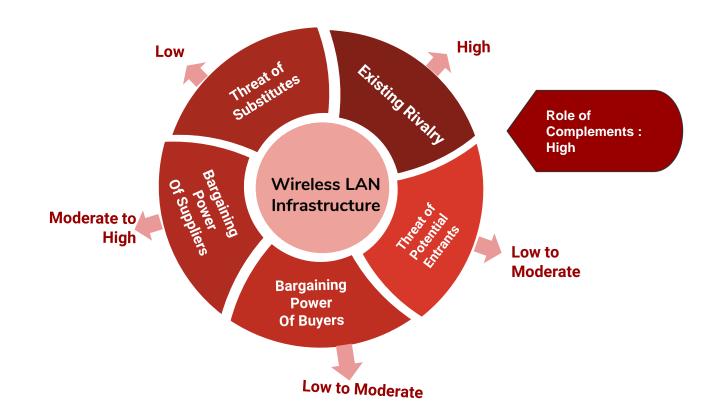
S-Curve Analysis



Porter's Five Force Model -Semiconductor Industry



Porter's Five Force Model - Wireless LAN Infrastructure



Diversified products families

- committed to innovation and R&D

STRENGTHS

- Acquisition of several companies
- Improving revenues
- Strong customer base, sales and distribution network
- Intellectual Property

- High bargaining power of suppliers
- High dependency on executive management
- Outsourced manufacturing business model

OPPORTUNITIES

NEAKNESSES

- Early mover in the 5G Cellular Market

- New market segments self-driving cars, Al technologies

- Cyclic Industry -> significant downturns

- Global economic conditions
- High rivalry
- IP litigations
- Local Government restrictions

THREATS

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

PRIMARY ACTIVITIES

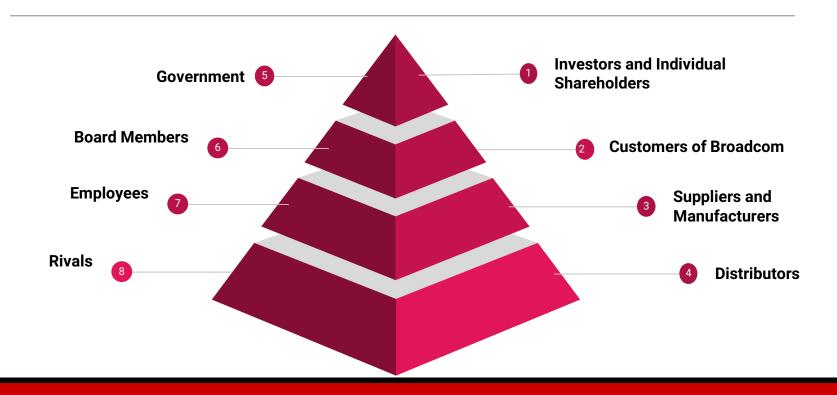
Marketing & Sales

-strategically placed regional distributors to reach more customers

Service

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

Stakeholder Analysis





Financial Perspective

Success Factors

Focus on innovation and R&D

Close collaboration with distributors

Fabless

Measurements

Increase in Net Revenue

Decrease in Operating Expense





Customer Perspective

Success Factors

Customer Loyalty

Widely distributed sales centers

Support customers for just-in-time production

Measurements

Customer retention & acquiring new customers

Maintain inventories near customer sites





Internal Perspective

Success Factors

M&A with companies to enter new technology segments

Measurements

Increased Return on Investment

Enhanced capabilities of Broadcom's products





Innovation and Learning

Success Factors

Launch new technology, critical for 5G Wifi & Wifi 6

M&A

Build IP

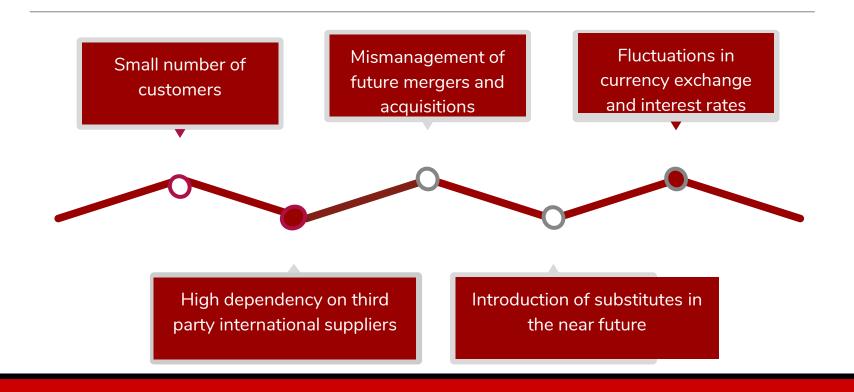
Measurements

World's 1st 5G Radio Switch, Wifi 6 Access Point SoC

Innovative products

Increase in number of patents

Future Risks



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!

