



**A STRATEGIC MANAGEMENT PLAN FOR
ON SEMICONDUCTOR PHILIPPINES, INCORPORATED (OSPI)**

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EXECUTIVE SUMMARY

If ON Semiconductor Philippines should grow and prosper as one of the leading semiconductor companies in the country, it must raise the quality of its services and products to increase the company's value to the corporation and to close the gap among its internal (ON Semiconductor firms with operations in Asian countries) and external competitors (Semiconductor firms with operations in the Philippines). To accomplish these goals OSPI must do these things to help achieve these objectives:

- 1) Become instrumental in increasing market share of the corporation especially in the medical and industrial market through successfully synergizing with AMI (ON Calamba).
- 2) Enable the facility to run and even develop new products to further increase the company's value to the corporation.
- 3) Continuously generate cost savings to increase profitability for ON Semiconductor.

These actions are based on the assessment of internal and external factors in order to obtain the objectives. The benefits of the company from this study is that it will help them know on what area they need to focus on and further strategize to implement the action plans stated above.

The author believes that if OSPI will be able to implement the strategies of this study, there is no doubt that OSPI can be the premier supplier of integrated circuits to the biggest companies worldwide.