

EXECUTIVE SUMMARY

Since the earliest days, Maxim Integrated has focused on engineering solutions, understanding the problems the customers are trying to address and developing the products they need to succeed. Over the years, this approach has resulted in a number of industries firsts, from the MAX232 to the TINI Power SoC and breakthrough products that have solved some of our customers' toughest challenges. "This is our hallmark". What sets us apart from the analog crowd is our desire to look what chips our customers want and see the world of possibilities beyond.

Furthermore, the company has increased its portfolios and even required to expand its manufacturing operations outside United States. Subsidiary Maxim Philippine Operating Corporation was put up 18 years ago and become the center of excellence for Asia manufacturing operations. The challenge for operations in any competitive world of semiconductor business is it has to drive for profit by making innovative productivity improvements and reducing costs as one of the major strategies.

In this paper, the overall company Maxim-Philippines (aka MPOC) was analyzed, including its environment, the industry in which it belongs, its

benchmarks and competitors. It also includes the company's short and long term strategies with the employment of the various management techniques.

In developing the strategies, the evaluation methods used in this paper include External Evaluation Matrix (EFE), Internal Factor Evaluation Matrix (IFE), Threats-Opportunities-Weaknesses-Strengths Matrix (TOWS), Competitive Profile Matrix (CPM), Five Forces of Competition Model, Internal-External (IE) Matrix, Grand Strategy Matrix, Space Matrix, and the Quantitative Strategic Planning Matrix (QSPM). To determine financial ratios and insights, audited financial statements was sourced from Securities and Exchange Commission (SEC) for the industry and its direct competitors.

As a result, new strategic objectives were formulated and specific action plans were assigned. Moreover, this paper comes up with a brand new Vision and Mission statements for Maxim-Philippines that provide more clarity for the existence of the company in the eyes of its employees, customers and investors around it.

Finally, this study includes the elements in evaluating, monitoring and controlling the strategies devised. Chapter IX shows the Balance Score Card strategy map that highlights the focus areas and the attainment of certain objectives. Contingency plans were also considered for any downside or upside potential events and its corresponding actions.