

National Semiconductor Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

National Semiconductor Corporation Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between National Semiconductor Corporation and its competitors. This provides our Clients with a clear understanding of National Semiconductor Corporation position in the Semiconductor Industry.

The report contains detailed information about National Semiconductor Corporation that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for National Semiconductor Corporation. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The National Semiconductor Corporation financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios



pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes National Semiconductor Corporation competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of National Semiconductor Corporation business.

About National Semiconductor Corporation

National Semiconductor Corporation operates as a semiconductor company. The company focuses on analog and mixed-signal integrated circuits and sub-systems, particularly in the area of power management.

The company designs, develops, manufactures, and markets analog-intensive solutions that improve performance in electronic systems. It has a product portfolio, which includes power management circuits, audio and operational amplifiers, communication interface products, and data conversion solutions. Its portfolio of approximately 13,000 products is sold to a group of end-customers from smaller customers serviced by a distribution network to original equipment manufacturers (OEMs).

The company targets a range of markets and applications, such as wireless handsets (including smart phones) and other portable applications; automotive applications; factory and office automation; wireless basestations; medical applications; network infrastructure; photovoltaic systems; and industrial and sensing applications.

The company manufactures a range of analog intensive and mixed-signal integrated



circuits, which are used in various applications. It is a supplier of analog and mixed-signal products, serving both broad-based markets, such as the consumer, industrial, medical, automotive and communications, and markets, such as wireless handsets (including smart phones) and other portable applications, LED lighting, renewable energy, portable medical and communications infrastructure. Its analog and mixed-signal devices include operational and audio amplifiers; lighting and display circuits; power references, regulators and switches; adaptive voltage scaling circuits; analog-to-digital or digital-to-analog converters; radio frequency integrated circuits; and communication interface circuits.

Other product offerings that are not analog or mixed-signal include microcontrollers and embedded Bluetooth solutions that collectively serve a variety of applications in the wireless, personal computer, industrial, automotive, consumer, and communication markets. The company's portfolio of intellectual property enables to develop building block products, application-specific standard products and custom large-scale integrations for customers.

Customers

The company's major customers include Avnet and Arrow.

Marketing and Sales

The company markets its products to OEMs and original design manufacturers (ODMs) through a direct sales force. Some of its major OEMs include Apple; Continental; LG Electronics; L.M. Ericsson; Motorola; Nokia; Nokia Siemens Network; Novero; Panasonic; Research in Motion Ltd.; Robert Bosch; Samsung; Siemens; Sony Ericsson Mobile Communications; and Triquint.

Competition

The company's major competitors include Analog Devices, Intersil Corporation, Linear Technology, Maxim Integrated Products, and Texas Instruments.

Significant Events

On September 7, 2010, Siemens Medical Solutions USA, Inc. and National Semiconductor Corporation announced a strategic alliance to ultrasound technology, creating ultrasound imaging systems that produce enhanced image quality and



advanced 3D/4D imaging capabilities, and consuming less power.

On October 5, 2010, National Semiconductor Corporation announced that it is collaborating with Suntech Power Holdings Co. Ltd. to develop 'smart panel' technology, incorporating National Semiconductor's award-winning SolarMagic power optimizer chipset into Suntech solar panels to improve the power output of solar systems.

History

National Semiconductor Corporation was founded in 1959.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.



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The complete financial data is available for publicly traded companies.

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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3×3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.



Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors



integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity



Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?
Rare?
Costly to imitate?
Organized properly?



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