

# QuickLogic Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

QuickLogic 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 QuickLogic Corporation and its competitors. This provides our Clients with a clear understanding of QuickLogic Corporation position in the [Semiconductor](#) Industry.

The report contains detailed information about QuickLogic 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 QuickLogic 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 QuickLogic 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 QuickLogic 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 QuickLogic Corporation business.

## **About QuickLogic Corporation**

QuickLogic Corporation, a semiconductor company, develops and markets low power customizable semiconductor solutions for Tablets, smartbooks, netbooks, cloudbooks, smartphones, datacards and mobile enterprise products.

The company offers customer specific standard products (CSSPs), field programmable gate arrays (FPGAs), application solutions, as well as associated design software and programming hardware. CSSPs are customer-specific solutions that include a combination of silicon solution platforms, proven system blocks (PSBs,) customer-specific logic, software drivers, and firmware. PSBs include visual enhancement engine (VEE), display power optimizer (DPO), SDHD/eMMC host controllers, USB 2.0 On-The-Go with PHY, MDDI client with PHY, high speed UARTs, pulse width modulators, SPI and I2C hosts, display-specific functions such as RGB-split and frame recyclers, and data performance manager (DPM) for accelerated sideloading times.

The company's CSSPs are customized from its solution platforms, including ArcticLink II, ArcticLink, PolarPro II, PolarPro, Eclipse II, and QuickPCI II. The company's mature product family includes pASIC 3, QuickRAM, Eclipse, and EclipsePlus. It also offers programming hardware and design software. The company's end-of-life product family includes pASIC 1, pASIC 2, V3, QuickMIPS, QuickPCI, and QuickFC.

In addition to CSSPs, the company sells products to industrial, military, and other customers who do their own selection and integration of IP cores and add software drivers to their application. The company markets FPGAs, IP cores and software drivers to these customers. The company offers a range of CSSPs built on its ArcticLink II VX, ArcticLink, PolarPro II, and PolarPro solution platform families.

## Target Markets

The company's target mobile markets include cellular, including multimedia and smartphones; computing, which includes mobile Internet devices, netbooks, ultra mobile PCs, industrial personal digital assistants, handheld point-of-sales, terminals, and broadband 3G data cards; and consumer electronics, including portable media players, personal navigation devices, and wireless hard disk drives or wireless storage devices. The company markets its products through a direct sales force and has sales offices in the U.K., China, Japan, Korea, and Taiwan, and has development offices in Canada and India.

## Strategic Relationships

The company has strategic relationships with Amkor Technology, Inc., Mentor Graphics Corporation, Micron Technology Inc., TowerJazz Semiconductor Ltd., Taiwan Semiconductor Manufacturing Company, and Unisem Berhard.

## Customers

During 2009, the company's major customer included Honeywell International Inc.

## Competition

The company's competitors for CSSPs include suppliers of ASSPs, such as Cypress Semiconductor; suppliers of mobile and/or application processors, such as Texas Instruments Inc.; and suppliers of ASICs, such as eASIC and NEC. Its competitors for FPGAs include suppliers of CPLDs, such as Lattice Semiconductor and Altera; suppliers of FPGAs, particularly Altera, Xilinx, and Actel.

## History

QuickLogic Corporation was founded in 1988.

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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## 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 3x3 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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