

# Atmel Corporation - Strategy, SWOT and Corporate Finance Report

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## Abstracts

### SUMMARY

Atmel Corporation - Strategy, SWOT and Corporate Finance Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### KEY FINDINGS

Detailed information on Atmel Corporation required for business and competitor intelligence needs

A study of the major internal and external factors affecting Atmel Corporation in the form of a SWOT analysis

An in-depth view of the business model of Atmel Corporation including a breakdown and examination of key business segments

Intelligence on Atmel Corporation's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Atmel Corporation, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data

and key trends

## **REASONS TO BUY**

Gain understanding of Atmel Corporation and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess Atmel Corporation as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Atmel Corporation's business structure, strategy and prospects.

## **KEY HIGHLIGHTS**

Atmel Corporation (Atmel or 'the company') is a designer and manufacturer of microcontrollers (MCUs), capacitive touch solutions, advanced logic, mixed-signal, nonvolatile memory and radio frequency (RF) components. The company primarily operates in the US, Europe and Asia. It is headquartered in San Jose, California and employed about 5,200 people as of December 2014.

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### COMPANIES MENTIONED

Atmel Corporation

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