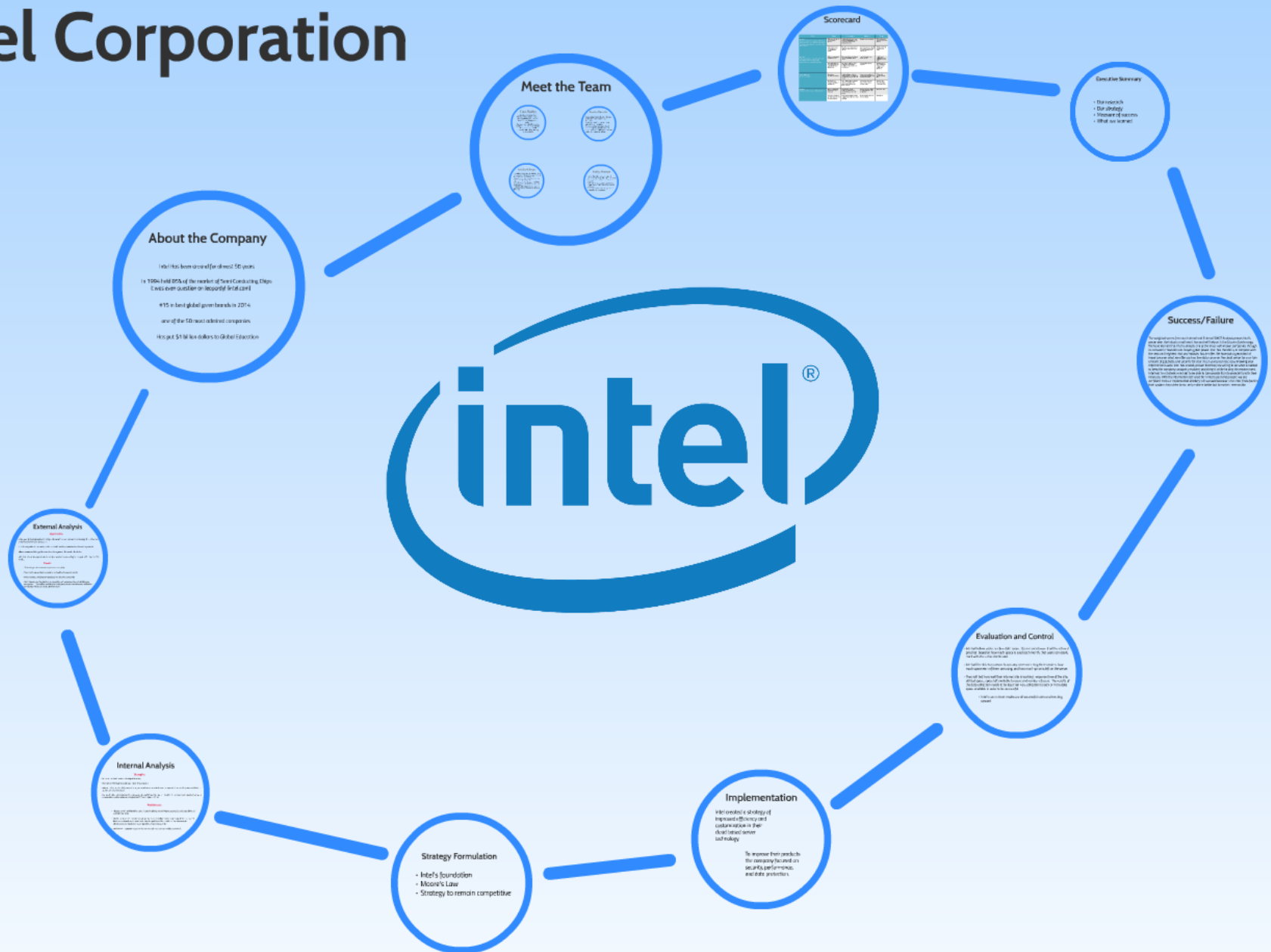
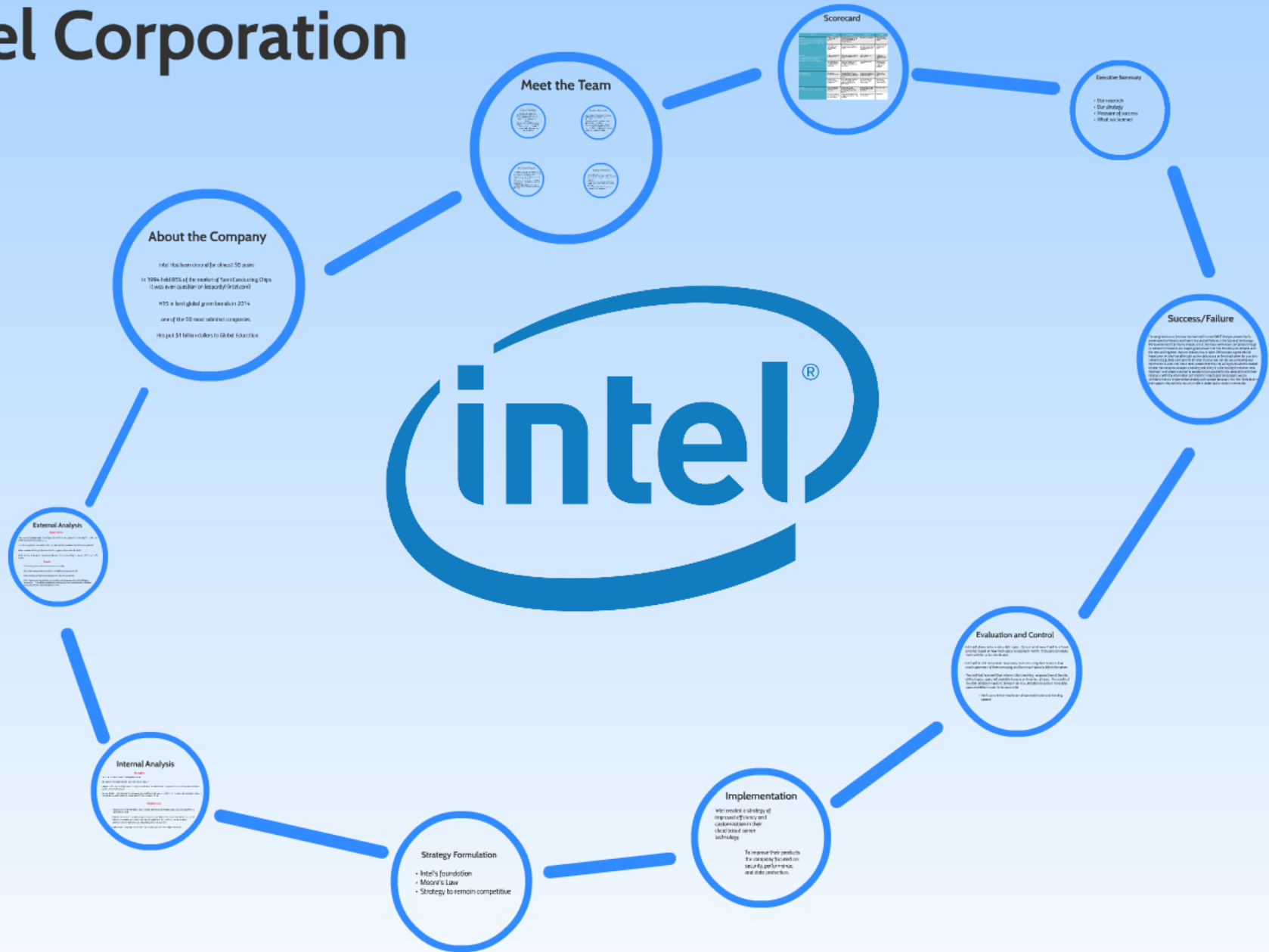


# Intel Corporation



*Presentation by:  
Michael Reyes, Jessica Kincella,  
Daicy Moreno, Lisa Hadley*

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# About the Company

Intel Has been around for almost 50 years

In 1994 held 85% of the market of Semi Conducting Chips  
it was even question on Jeopardy! ([intel.com](http://intel.com))

#15 in best global green brands in 2014

one of the 50 most admired companies

Has put \$1 billion dollars to Global Education



## Executive Summary

- Our research
- Our strategy
- Measure of success
- What we learned

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# External Analysis

## Opportunities

- The more technology evolves, the higher demand for more up to date technology like; 3d devices, small handheld mobile devices etc
- With new products constantly on the rise Intel has the innovation to enhance the product
- Green movement is huge, the more they have green in the market the better
- Intel can choose to expand into servers for cloud based computing to compete with others in this market

## Threats

- Technology advancement may move too rapidly
- New and cheap companies creating and selling cheaper products.
- Other markets bringing new products into the mix constantly
- IBM's OpenPower Foundation-A consortium of companies who are building an ecosystem. This will be available for third-party server manufacturers and other companies will be able to design their own.

# Internal Analysis

## Strengths

- One of the most well known technological company
- Intel has been the largest voluntary purchaser of green power
- Data-Center Segment. Intel's higher profit margins actually come from its data-center segment. These are the processors that are used by servers and the cloud.
- Intel was the first to manufacture microprocessors that are DRC conflict- free for tantalum, tin, tungsten, and gold and announced a more ambitious goal to make every Intel product DRC conflict-free in 2016

## Weaknesses

- Moores law will only be able to be utilized for so long before the processors size and capacity have reached their limits
- Intel chose to lay off 2.3% of its employees in 2015 as cutbacks were necessary. It has been reported that these cutbacks were kept secret from the public and that could cost the company its otherwise strong reputation as a reputable company to work for.
- Intel creates innovative products that the normal consumer can't fully understand.