

# Informal analytical report

Business



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BUSTER**

Intel Corporation is a transnational firm in the US which specializes in the manufacturing of semiconductor chip makers. Intel gets 80% of microprocessor profits. It is in the Silicon Valley, California. Diversity is an important consideration at recruitment time at Intel. There are employee diversity groups as well as supplier diversity programs. Its net income in 2012 was \$11 billion. But still the company is concerned about expanding the profits because the growth is not satisfactory (Intel, n. d.).

Intel is a cost-conscious and capital-intensive firm. Research and development is mandatory for this firm. It takes up a very large portion of the total expenditure of this market giant. Then there are the sunk costs associated with this. Some of the investment goes in vain and gives no return. But this is unavoidable. There is always an aggressive race to come up with the best technology and Intel cannot afford to be a runner-up. The company then compromises and economizes on labor. The company employs fewer workers as compared to machines to make its profits. Despite all its wealth, it will not be willing to invest in a proper recruitment drive. So getting new, qualified workers would be difficult.

And this is where we step in!

We provide the best workforce solutions. Our workers are from diverse backgrounds with the right skills. The perfect situation!

We also have a good history with Intel and have been honored with an award.

What more do we need? Just the continuation of this relationship.

And what do we need for that?

A smart marketing plan!

References:

<https://assignbuster.com/informal-analytical-report/>

Intel (n. d.). Company Facts. Retrieved from <http://www.intel.pk/content/www/xa/en/company-overview/company-facts.html>