



Aalto University
School of Science

TU-E2040 Management of external resources (3-5 cr) Case-workshop # 2

Task 2: Supply market intelligence



Your task is to find relevant information about Texas Instrument for TelCo's supply management

- You company, TelCo, is producing telecommunications equipment, and has about 20 strategic suppliers that are located all around the world.
- Semiconductors are important component of the products of TelCo. TelCo's main supplier of semiconductors is Texas Instruments Inc. (TI), one of the biggest semiconductor firms worldwide. TelCo has developed the semiconductors collaboratively with the supplier to optimize the performance of your products, so changing the supplier would take time and have a negative impact to your business. TI manufactures your components in their factory in China that was founded in 2010.
- Evaluate and analyze Texas Instruments, based on company and market information that is available in Aalto University Learning Centre databases (**Aalto/ Learning Centre/ LibGuides / Business Guide / Company and Market Information**) Orbis, MarketLine and Statista.

Important pieces of information to look for

- Current ratio that measures short term liquidity
- Solvency ratio that is the extent to which assets cover commitments for future payments, the liabilities.
- Profitability that is important for investors and for firm's development
 - In the short term these three measures are independent, in the long term they go hand in hand
- Growth
 - Trend over time, relationship to industry averages
- Inventories
- Management
- What other relevant information you find from the databases?
- What kind of observations you make based on the available data?