CPET 575 Management of Technology
Assignment 3
Sept. 9 - 16, 2015

Readings (Apply the information in those two reading to your Case I-4 Assignment):


Case I-4: “Matrix Semiconductor Inc,: Tracking Challenges of Strategic Dimensions,” Lyn Denend, Robert A. Burgelman, and Robert E. Siegel, pp. 105-121

Hand-In Requirements:
** Each team must prepare answers for all Case I-4 questions in Microsoft word file.
** The team (Abid & Roba) also need to prepare an extra MS PowerPoint Slide (20 to 30 minutes) to lead Case I-4 discussion; also add an “Overview of the Case” in addition to all questions.
Submit all needed files as email attachments before 3:00PM, Wednesday, Sept. 16. 2015.


Questions:
1. At the time of the case was set, what was Matrix Semiconductor’s strategy?
2. (a) What was Matrix’s core competency? (b) What did the company need to do (or not do) to stay focuses on its core competency?
3. (a) What was Matrix’s competitive advantage? (b) Was its competitive advantage sustainable?
4. (a) If you were Dan Steere in 1999, what should you recommend to the team? (b) Should Matrix develop OPT or a read/write memory product? (c) How should Matrix position itself in the market? Which specific market(s) should the company pursue? (d) Which business model should the company adopt?
5. Based on the market position you recommended (above), calculate the approximate size of Matrix’s market opportunity.
6. (a) Once Matrix proves the technical viability of its product, what should the company do next? (b) please prepare an action plan
7. Give an update of Matrix Semiconductor Inc, as of this date (2015).