

Petrov Group Announces Analysis Of Why Linear Is the Most Profitable IC Vendor

PALO ALTO, Calif.—(BUSINESS WIRE)—January 17, 2005—The Petrov Group today announced its in-depth analysis of the profit generation mechanism of Linear Technology Corporation. The report demonstrates why Linear is the most profitable vendor in the semiconductor industry, exceptional performance for decades that has demonstrably little to do with analog design being a “black art.”

“Linear has built and perfected a unique corporate mechanism to optimally satisfy its specific business objectives. In our report we analyze how the mechanism is constructed and how it operates—what exactly are its parts and interactions, to produce sustainable and superior financial results,” said Boris Petrov, managing partner of the Petrov Group.

“This fine-tuned corporate mechanism maximizes Linear’s strengths and minimizes its weaknesses and risks. It is self-sustaining and contradicts many of the generally accepted business rules and success parameters. Perhaps, most importantly, this mechanism is more broadly applicable to other IC vendors than commonly perceived.”

The report also serves as a baseline for client-specific custom engagements, which are Petrov Group’s primary business. Consulting assistance could include development of equivalent operational mechanisms for companies or business units with different business objectives and in entirely different product and market environments. The report price is \$3,950 and includes a follow-up teleconference.

The Petrov Group, LLC, is a market research and strategy consulting firm focused on growth and profitability opportunities. It was formed in 1981 and is renowned for pragmatic business and technology due diligence, always with the highest standards of independence and integrity. Petrov Group’s methodology includes development of proprietary business and technology models; several examples are shown on our Web site at www.petrovgroup.com