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Enhancing competitive advantage of fabless firms using attribute clustering approach

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Fabless firms hold the up-stream and high value in the value chain of semiconductor industry. The Fabless industry has been growing rapidly due to keen competition and vulnerable business cycles. Therefore, comparing the operating performances among competing companies is critical in order to maintain competitiveness in this market. In order to enhance the operation performance and improve service quality, Fabless firms can benchmark its operation achievements, find common attributes and accordingly foster semiconductor industry development in terms of cluster analysis. The aim of this research attempts to analyze the distinguished attributes of Fabless key players to strengthen competitive advantages. The findings of this research can help Fabless companies understand their relative performances and take more strategic improvement.

Keywords: business level strategy, competitive advantage, industry analysis, strategy