

# Flextronics summary

- Use of vertical integration framework for design and concept development
- Evolution – CM to higher value (industry dynamics)
- CM strategies (even in low-margin business)
  - Scale
  - Differentiation for customers
  - Migration
- OEM dilemma (margins versus encroachment)
- Conflict (Driving market versus commodity manufacturing)
- Exclusivity question
- Limits in competing with customers

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