



Ausweitung Des Auslandengagements Eines Deutschen Automobilzulieferers Nach Schweden

By Doreen Salinger

Grin Verlag. Paperback. Condition: New. 64 pages. Dimensions: 8.3in. x 5.8in. x 0.1in. Studienarbeit aus dem Jahr 2006 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1, 3, Hochschule für Technik und Wirtschaft Berlin (Fachbereich Wirtschaftswissenschaften I), Veranstaltung: Internationales Marketing, 29 Quellen im Literaturverzeichnis, Sprache: Deutsch, Anmerkungen: Fallstudie zu einem fiktiven deutschen Automobilzulieferer, Analyse des Wettbewerbsumfeldes anhand fundierter Daten aus der Realität. , Abstract: 1. Ausgangssituation 1. 1. Firmenvorstellung Unsere Firma Synthetics ist ein mittelständisches Unternehmen in der Rechtsform einer GmbH und mit Stammsitz in Berlin. Wir haben 250 Mitarbeiter und sind im Bereich der Kunststoff- und Mbelbezugsstoffherstellung tätig. überwiegend werden Kunststoffe in verschiedenen Farben und Formen für Automobilhersteller wie BMW und Audi produziert. Neben Sitzbezügen gehören auch diverse Innenraumverkleidungen zu unserer Produkt- und Dienstleistungspalette. Synthetics operiert in Deutschland und hat in den letzten Jahren erste Erfahrungen mit Auslandsengagements gemacht. . . . This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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