### **6.3. Why was BOSCH founded?**

The company started in a backyard in Stuttgart-West as the *Werkstätte für Feinmechanik und Elektrotechnik* (*Workshop for Precision Mechanics and Electrical Engineering*) on 15 November 1886. There the company welcomes all types of jobs, both mechanical and electrical, e.g. installing the phone system and electric bell.

In 1897, Bosch & Arnold Zahringer started installing [magneto ignition](https://en.wikipedia.org/wiki/Ignition_magneto) devices into automobiles and became a supplier of an ignition system. In 1902, the chief engineer at Bosch, [Gottlob Honold](https://en.wikipedia.org/wiki/Gottlob_Honold), unveiled the high-voltage magneto ignition system with [spark plug](https://en.wikipedia.org/wiki/Spark_plug).

Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology.

### **6.4. What are BOSCH’s current goals?**

Bosch is pursuing a **vision of mobility** that is **sustainable, safe, and exciting**. It uses its expertise in **sensor technology, software, and services**, as well as its own **IoT cloud**, to offer its customers connected, cross-domain solutions from a single source.

The Bosch Group’s **strategic objective** is to **facilitate connected living with products and solutions** that either contain artificial intelligence (AI) or have been developed or manufactured with its help.

Bosch improves **quality of life worldwide with products and services that are innovative and spark enthusiasm.**

### **6.5. Who are BOSCH’s target customer?**

Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology.

[Retail customers](https://www.marketing91.com/9-lessons-from-a-retail-business/) are in the age group of 20-45 years and are from upper/upper middle income class group majority of which purchases Consumer goods while the B2B customer group consist of automobile companies, wholesalers, distributors, resellers.

### **6.6. Who are BOSCH’s competitors?**

[Denso Corp](https://www.globaldata.com/company-profile/denso-corp/) (JP), [ZF Friedrichshafen AG](https://www.globaldata.com/company-profile/zf-friedrichshafen-ag/) (GM), [Continental AG](https://www.globaldata.com/company-profile/continental-ag/) (GM), [ThyssenKrupp AG](https://www.globaldata.com/company-profile/thyssenkrupp-ag/) (GM).

### **6.7. Why do BOSCH’s customers choose them over competitors?**

|  |  |
| --- | --- |
| Product | This Marketing Strategy element reflects the solution to the customers’ needs. Bosch should develop unique product design, name and features to stand out in the competitive market. Following factors should be considered to develop the product strategy-quality, variety, features, packaging, brand name and augmented services. |
| Pricing | The pricing strategy of the Bosch will focus on setting the list price, credit terms, payment period and discounts.  If Bosch decides to choose the price penetration strategy, it will have to set the lower price than competitors. The company will be able to win market share based on discounted pricing. However, management should be aware of the potential retaliation from competitors in the form of an undesired price war.  The choice of skimming strategy will require clear communication of differentiation basis and how such differentiation justifies the extra price. |
| Place | Bosch has to make some important decisions when developing its distribution plan  Make the product available to targeted customer segments through its channels, or it needs a distribution partner to serve the customers' needs?  the distribution will be direct (involving no middlemen), or indirect?  traditional brick and mortar distribution network, online distribution or a combination of both. |
| Promotion | Bosch can blend above and below the line promotional strategies to achieve its marketing objectives. The above the line promotion options for Bosch are- television, radio and print advertising. Below the line promotion options are- catalogues, tradeshows and direct mail campaigns. |

### **6.8. Where does BOSCH’s profit come from?**

Lĩnh vực kinh doanh chính của Bosch là ngành công nghiệp oto chiếm 60% doanh thu của tập đoàn.

### **6.9. What unique resources does BOSCH have access to?**

**Strong Network of Associate companies:** Co-creation of the offerings with the help of the associates in different countries is what helping the company in being Glo-cal while at the same time being competitively ahead of its competitors.

### **6.10. What kinds of data does BOSCH have access to?**

## **7. Có gì ở BOSCH làm em thấy hứng thú?**

- Yếu tố đầu tiên em nghĩ đến đó là môi trường làm việc của BOSCH có **qui trình rõ ràng**, điều này sẽ làm cho mỗi nhân viên thấy được những công việc của mình có giá trị để dẫn đến 1 kết quả chung.

- Yếu tố thứ 2 đó là ở BOSCH luôn **yêu cầu sự sáng tạo gắn với cuộc sống**, đúng như khẩu hiệu “Invented for Life”, điều này như khẳng định rằng ở BOSCH, mỗi nhân viên luôn luôn được động viên để tìm ra những cách làm việc mới hiệu suất hơn, qua đó họ có thể tự trau dồi kỹ năng cá nhân.

- Và cuối cùng em được biết thì BOSCH luôn nằm trong những môi trường làm việc tốt nhất trong nhiều năm. Và ở Bosch luôn luôn đề cao sự sáng tạo, và điều này cũng chính là động cơ đã gắn liền với môi trường ở BK, nơi mà mỗi sinh viên luôn luôn phải trau dồi những kỹ năng, thì em đang thấy mình

- Also, có thể nói về những sản phẩm của Bosch mà mình thấy ấn tượng. EX: Autosar