



The takeover of Rover Group Ltd. by BMW AG

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Diplom.De Aug 2004, 2004. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand - Print on Demand Titel. Neuware - Bachelor Thesis from the year 2002 in the subject Business economics - Trade and Distribution, grade: 1,9, Hogeschool Zeeland (Economics), language: English, abstract: Inhaltsangabe:Abstract: The target of this case study is to present and analyse the drastic false estimations made by BMW in planning and realising the Rover transition as well as its consequences. The worked out mistakes should be generalized in order to give opportunities of their avoidance for future M&A cases. After working out the M&A basics in the 1st chapter, the 2nd chapter deals with the reasons of BMW Management to buy another international manufacturer and gives a clue why the choice fell just on Rover. It opens with an overview of the economic development during the 6 years time period of the Rover takeover. After this, the economic and political environment is shown, also the market situation in the automobile segment in the year of the takeover, followed by the business course and goals of BMW as well as their alternatives. This chapter closes with the strategy and enterprise philosophy of BMW and...



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