

A BUSINESS MODEL ANALYSIS OF ROBERT BOSCH



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Grin Verlag Gmbh Aug 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2012 in the subject Business economics - Operations Research, grade: 1,0, University of Applied Sciences Hanover, course: Strategic International Management, language: English, abstract: Invented for life that is the slogan of Robert Bosch (RB). By following this guiding principle the last 125 years, RB has become a leading multinational supplier of technology and services. The main objective of the present paper is to analyze the business model of RB and the aspects relevant for its success by focusing on three business model components. The first component, which is analyzed in chapter 2, is the strategic component. It includes the strategy, the core competencies, and the networks of RB. The second component, presented in chapter 3, is the market component, which is focused on the product supply, the customers, and the revenue streams. The third component, shown in chapter 4, is the value-added component. Within this component, the key activities and key resources of RB will be examined further. 28 pp. Englisch.



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