

International Marketing plan for Volkswagen



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Reviews

This publication is fantastic. We have read through and i am certain that i will planning to read yet again yet again down the road. You wont feel monotony at at any time of your respective time (that's what catalogs are for concerning when you request me).

(Alec Langosh)

INTERNATIONAL MARKETING PLAN FOR VOLKSWAGEN

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Grin Verlag Dez 2010, 2010. Taschenbuch. Book Condition: Neu. 211x146x10 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2009 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: 1,2, - (Grenoble Ecole de Management), language: English, abstract: 1. IntroductionIn 2007 the Volkswagen group with its headquarters in Wolfsburg, Germany sold 6,191,618 vehicles worldwide and 329,305 employees generated a sales revenue of 108,897,000 with an operating profit of 6,151,000 which in turn resulted in a profit after tax of 4,122,000. 1 The group is divided into two divisions, namely the automotive one, accounting for 91% of total revenues plus the financial one, contributing 9% to the total turnover. Within the automotive sector, the company markets its vehicles under brands like, VW passenger cars, Audi, Bentley, Bugatti, Lamborghini, Seat and Skoda. In 1984, Volkswagen as the first western auto maker, began its operational activity in China. When it entered the market it had to form a joint venture with a Chinese company to produce cars. By now the group has thirteen representative companies. Due to its early engagement in the biggest Asian market, it reached a leading position which despite some previous challenges lasted until today. For example, the corporation sold 910,000 vehicles (VW + Audi) in Hong Kong as well as in the mainland of China which resulted in a market share of 17.8% in 2007. 2 Therefore, China is (yet) after Germany the second most important market for Volkswagen, representing almost 15% of the company car sales. In the following international marketing plan, the author will describe how to increase car sales and boost market share up to 20% over the next 2 years with the introduction of a new small light weight hybrid car, the Volkswagen Cotha. [...] 64 pp. Englisch.



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