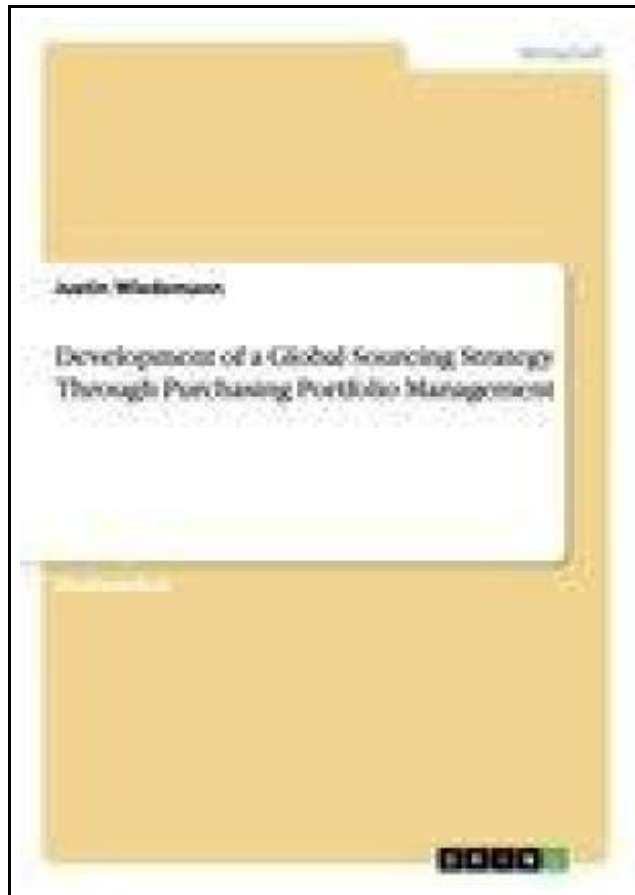


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GRIN Verlag Feb 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Studienarbeit aus dem Jahr 2013 im Fachbereich BWL - Unternehmensführung, Management, Organisation, , Sprache: Deutsch, Abstract: Ever since the introduction E-Business solutions in the late 1990 s markets have been evolving to more transparency and immediacy. Having the capability of comparing prices and lead times the global key costumer base also has become more demanding in terms of price, quality and availability. These changes have been increasing market pressure especially within the trading industry which often adds no or little value to the original product. The tool, machine, working equipment and service provider, the XYGroup, with its headquarters in Germany offers almost seventy thousand articles; from simple steel grinding tools to high-complexity industry working equipment solutions. The products are mostly delivered from the German headquarters to the subsidiaries. The company has been operating since 1910. In 2012 Z s sales aomunted roughly to 100 million EUR. One of the 15 subsidiaries within XYis XY CHINA is situated in the directly governed municipality CHINA. The subsidiary was founded in 2002. In 2012 it accounted for 4% of total XYsales. The location (City in China) was chosen because it provides a mature infrastructure including a harbor and a convenient highway connection to Beijing. In 2012 CHINA has reported Gross Domestic Product per capita of 91,180.6 RMB which was the highest GDP per capita of all Chinese cities. Furthermore CHINA s real GDP had the highest growth rate of all Chinese cities, 13,8% in 2012. Key accounts are leading automotive as well as aircraft manufacturers. Due to the financial crash in 2008 and its aftermath sales declines in consumer as well as professional markets. Competition within the tool and machine...



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