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Essay from the year 2019 in the subject Business economics - Miscellaneous, grade: 1.0, University of Lincoln, language: English, abstract: This report is concerned with the Germany-based discount supermarket chain Aldi. As the retailer is seeking to further internationalise their business, the Finnish market is analysed as a potential market for Aldi to

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enter. The method of the analysis includes a PESTEL analysis, industry structure analysis on the basis of Porters Five Forces as well as a SWOT analysis. The conducted research reveals that on one hand, a high level of rivalry, low recognition of discounters as well as many sparsely populated regions represent particularly considerable barriers. On the other hand, there is a great potential for the discount concept of Aldi, due to increasing prices and high price-sensitivity of the Finish consumers. The report evaluates this range of factors and concludes that Aldi could implement their concept successfully in the Finish grocery sector by adapting their business to the Finish culture.

Essay from the year 2017 in the subject Business economics - Miscellaneous, , language: English, abstract: The success of any business or company depends on the success of its marketing strategy. It is important to note that most business aspects rely on successful marketing strategy. Marketing in understandable terms is the offering of right products at the right place and at the right time. The management operatives and specialist affirm on the use of the 4P's as a marketing mix analysis tool. This report similarly examines the marketing environment of Aldi Company in Australia. Additionally, the paper is separated into four sections. The first section considers the company's brief history. The second section examines the company's both internal and external marketing environment using the PESTEL analysis tool. The third section gives recommendations and analysis of the company's target market, product description as well as an

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analysis of the company's marketing mix and finally the conclusion.

Essay from the year 2016 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,5, Dr. Buhmann Schule gemeinnützige GmbH, language: English, abstract: In today's society time is becoming more and more limited. People run from one point to another, do many things at the same time and pay less attention to the important things in each's life. While shopping for their groceries the customer's mind is already somewhere else and the variety and quantity of the products in a supermarket are overwhelming. Many groceries used this circumstance to their advantage, and out of it created their principle of discount shopping. The basic idea of this system has its origin in the es-tablishment of Aldi in 1913. They have the idea to make the life of customers easier by keeping shopping as uncomplicated and simple as possible. This concept has proven itself: Aldi is among the most successful discounters worldwide. The aim of this paper is to carry out a SWOT analysis on the basis of Aldi Süd with defining the company's internal strengths and weaknesses and its external opportu-nities and threats. Therefore, at the beginning the company will be presented and the SWOT analysis will be integrated in the concept of the strategic management. On the back of this a recommendation for the company will be created, referring to actual transitions of the brand Aldi.

Seminar paper from the year 2008 in the subject

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Business economics - Business Management, Corporate Governance, grade: 1,0, Anglia Ruskin University, language: English, abstract: Aldi is the top-discounter in Germany. The owners have a clear strategy for all aspects of business: to apply Occam's razor. This enables them to offer best quality products at low prices. The competitive landscape in Germany has changed over the years and discounters like Lidl or Netto emerged, challenging Aldi. An external and internal audit will reveal if Aldi's success is sustainable and if they are addressing trends and changes in the macro environment and industry, successfully, or if other retailers will outperform them.

Now beyond its eleventh printing and translated into twelve languages, Michael Porter's *The Competitive Advantage of Nations* has changed completely our conception of how prosperity is created and sustained in the modern global economy. Porter's groundbreaking study of international competitiveness has shaped national policy in countries around the world. It has also transformed thinking and action in states, cities, companies, and even entire regions such as Central America. Based on research in ten leading trading nations, *The Competitive Advantage of Nations* offers the first theory of competitiveness based on the causes of the productivity with which companies compete. Porter shows how traditional comparative advantages such as natural resources and pools of labor have been superseded as sources of prosperity, and how broad macroeconomic accounts of competitiveness are insufficient. The book introduces Porter's "diamond," a whole new way to understand the competitive

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position of a nation (or other locations) in global competition that is now an integral part of international business thinking. Porter's concept of "clusters," or groups of interconnected firms, suppliers, related industries, and institutions that arise in particular locations, has become a new way for companies and governments to think about economies, assess the competitive advantage of locations, and set public policy. Even before publication of the book, Porter's theory had guided national reassessments in New Zealand and elsewhere. His ideas and personal involvement have shaped strategy in countries as diverse as the Netherlands, Portugal, Taiwan, Costa Rica, and India, and regions such as Massachusetts, California, and the Basque country. Hundreds of cluster initiatives have flourished throughout the world. In an era of intensifying global competition, this pathbreaking book on the new wealth of nations has become the standard by which all future work must be measured.

Renowned for its unconventional thinking, Strategic Management and Organisational Dynamics continues to be a refreshing alternative for students and lecturers of strategic management specifically looking for 'something different'. Stacey challenges the conceptual orthodoxy of planned strategy, focusing instead on the influence of more complex and unstable forces in the development of strategy. This book explores and challenges ways of thinking about strategy and organisational dynamics and raises questions about systemic and responsive processes, utilising insights from the complexity sciences. The purpose of this book is to assist people to make sense

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of their own experience of life in organisations, to explore their own thinking and to pay attention to and so what they do. Ideal for advanced undergraduate and postgraduate study, this critically detailed account deals with up-to-the minute issues, raising the challenge of complexity within practice and theory. As such it remains unique amongst strategic management text books.

Essay from the year 2016 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, , course: international business, language: English, abstract: Samsung Group is a giant multinational enterprise composed of more than thirty affiliated corporations in various industries. Samsung Group is acting a significant of roles including supplier, designer, engineer and producer etc. As a global conglomerate, Samsung has achieved a great success in both domestic and foreign markets. Samsung mobile business has contributed enormously to the whole company, providing mobile phones that satisfy consumers' needs. Samsung maintain the first position with innovated products, such as the Galaxy S5, Galaxy Note 4 and Galaxy Note edge across the whole mobile and smartphone markets in the world in 2014. A closer look will be taken on Samsung's mobile communications business. As Samsung intends to expand global footprint, international business strategy would be adopted inevitably by the company. The purpose of this paper is to exam a case of Samsung Mobile and explores how the environment impacts on Samsung's international strategy by using appropriate strategic tools.

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Essay from the year 2016 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,5, Dr. Buhmann Schule gemeinnützige GmbH, language: English, abstract: In today's society time is becoming more and more limited. People run from one point to another, do many things at the same time and pay less attention to the important things in each's life. While shopping for their groceries the customer's mind is already somewhere else and the variety and quantity of the products in a supermarket are overwhelming. Many groceries used this circumstance to their advantage, and out of it created their principle of discount shopping. The basic idea of this system has its origin in the es-tablishment of Aldi in 1913. They have the idea to make the life of customers easier by keeping shopping as uncomplicated and simple as possible. This concept has proven itself: Aldi is among the most successful discounters worldwide. The aim of this paper is to carry out a SWOT analysis on the basis of Aldi Süd with defining the company's internal strengths and weaknesses and its external opportu-nities and threats. Therefore, at the beginning the company will be presented and the SWOT analysis will be integrated in the concept of the strategic management. On the back of this a recommendation for the company will be created, referring to actual transitions of the brand Aldi.

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Business economics - Business Management, Corporate Governance, grade: -, The University of Surrey (School of Management), language: English, abstract: ABSTRACT & CONCLUSION The current recession, arising from a real estate crisis in the US and followed by a global financial crisis, has affected industries differently around the world. The automotive industry decreased by 15% globally in production of cars and light commercial vehicles (VDA, 2009) as result of the downturn. Lot of companies were supported by the government directly or indirectly. Obsolete structure of the industry and high overcapacity are the main problems. The assessment in this paper examines and evaluates the global impact of the downturn on the automotive industry and how the industries have reacted. BMW, one of the ten largest car manufacturers worldwide, operates experienced a 10.4% loss in sales in relating to the previous year as result of the recession and decrease in demand in the automotive industry. The reaction to it was for example less investment in to R&D and redundancies. Almost all resources, capabilities and competitiveness of BMW were concerned. The extent to which the downturn affected those will be examined and evaluated in the second part of this paper. The most important future trends in the automotive industry will be "green technology" and "changing in customers demand." Capacity optimization will be important to win the competition. BMW is recommended to penetrate the market with its successful products and to invest in R&D to follow and setting industry trends. The third part of this paper provides perspectives and recommendation for the

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industry and provides strategy recommendations for BMW. ABOUT THE AUTHOR Markus B. Baum, MBA
Markus Baum is Group Finance Director at a management consulting firm with focus on business strategy, supply chain management (SCM), manufacturing & logistics, sourcing & purchasing, marke

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