

Jan Kachelmaier

---

**Aus der Reihe: e-fellows.net stipendiaten-wissen**

e-fellows.net (Hrsg.)

Band 2403

## **Automotive Industry Analysis. The Chinese and American Market, Competitors**

The Volkswagen AG

Research Paper (undergraduate)

# YOUR KNOWLEDGE HAS VALUE



- We will publish your bachelor's and master's thesis, essays and papers
- Your own eBook and book - sold worldwide in all relevant shops
- Earn money with each sale

Upload your text at [www.GRIN.com](http://www.GRIN.com)  
and publish for free



**Bibliographic information published by the German National Library:**

The German National Library lists this publication in the National Bibliography; detailed bibliographic data are available on the Internet at <http://dnb.dnb.de> .

This book is copyright material and must not be copied, reproduced, transferred, distributed, leased, licensed or publicly performed or used in any way except as specifically permitted in writing by the publishers, as allowed under the terms and conditions under which it was purchased or as strictly permitted by applicable copyright law. Any unauthorized distribution or use of this text may be a direct infringement of the author s and publisher s rights and those responsible may be liable in law accordingly.

**Imprint:**

Copyright © 2016 GRIN Verlag  
ISBN: 9783668484429

**This book at GRIN:**

<https://www.grin.com/document/369750>

**Jan Kachelmaier**

**Aus der Reihe: e-fellows.net stipendiaten-wissen**

e-fellows.net (Hrsg.)

Band 2403

## **Automotive Industry Analysis. The Chinese and American Market, Competitors**

**The Volkswagen AG**

## **GRIN - Your knowledge has value**

Since its foundation in 1998, GRIN has specialized in publishing academic texts by students, college teachers and other academics as e-book and printed book. The website [www.grin.com](http://www.grin.com) is an ideal platform for presenting term papers, final papers, scientific essays, dissertations and specialist books.

### **Visit us on the internet:**

<http://www.grin.com/>

<http://www.facebook.com/grincom>

[http://www.twitter.com/grin\\_com](http://www.twitter.com/grin_com)

# **Automotive Industry Analysis**

## **The Volkswagen AG**

## Table of Contents

<b>1. Industry.....</b>	<b>1</b>
<b>1.1 An Introduction to the Automobile industry.....</b>	<b>1</b>
<b>1.2 Industry Development .....</b>	<b>1</b>
<b>1.3 Dynamics.....</b>	<b>2</b>
<b>1.4 Automobile Industry Strategies.....</b>	<b>4</b>
<b>1.5 Threat of alternative means of transportation.....</b>	<b>5</b>
<b>1.6 Rivalry Between Leading Automobile Manufacturers .....</b>	<b>5</b>
<b>2. Analysis of the Volkswagen Group .....</b>	<b>6</b>
<b>2.1 Introduction.....</b>	<b>6</b>
<b>2.2 Analysis and evaluation of the Volkswagen Group's performance .....</b>	<b>6</b>
<b>2.3 Examination and Evaluation of the Volkswagen Group's Strategy .....</b>	<b>8</b>
<b>2.4 VW Management .....</b>	<b>9</b>
<b>2.5 SWOT Analysis of the VW Group on the Chinese Market .....</b>	<b>10</b>
<b>2.6 SWOT Analysis of the VW Group on the American Market.....</b>	<b>12</b>
<b>2.7 Key success factors of VW .....</b>	<b>14</b>
<b>3. Competitors .....</b>	<b>15</b>
<b>3.1 Analysis of the Competitors .....</b>	<b>15</b>
<b>3.2 The Governance Corporate .....</b>	<b>16</b>
<b>3.3 Supply Chain Management.....</b>	<b>18</b>
<b>3.4 Leadership and Culture .....</b>	<b>19</b>
<b>3.5 Profit.....</b>	<b>20</b>