

**Okan Yildiz**

# Choosing the Right Business Strategies for Foreign Companies in Germany

**Thesis (M.A.)**

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# **Choosing the Right Business Strategies for Foreign Companies in Germany**

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**Choosing the Right Business Strategies for Foreign  
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## **ABSTRACT**

For decades, Germany has been a country with highly developed, high-value economy and business culture, with efficiency, quality, high technical standards and disciplines; however, doing business in Germany has noteworthy risks and challenges. The main purpose of this dissertation is to study which challenges the foreign companies are faced with in Germany and outline the strategies and opportunities for related companies with special focus on the management consulting.

When the challenges are taken in a wide view, simultaneously the companies can perform the analysis of opportunities and strengths against threads and weaknesses. The challenge-based strategies will create economic and social value for the companies. The dissertation concludes that foreign companies can create competitive positions in Germany when they develop the understanding of challenges they face, and innovative strategies based on their different culture and specific advantages. Additionally, management consulting can help to support the implementation of strategies and models.

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