



Markteintrittsstrategien - Formen und Bewertung (German Edition)

Benjamin Endlich

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Studienarbeit aus dem Jahr 2005 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,0, Fachhochschule Erfurt, Veranstaltung: Marketingmanagement, 34 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: In Zeiten in denen Produktlebenszyklen immer kürzer werden und Unternehmen immer öfter Produkte auf den Markt bringen, ist das Thema Markteintritt aktueller denn je geworden. Aber bevor Unternehmen in einen neuen Markt eintreten, müssen diese die Überlegung anstellen, wie der Eintritt am effektivsten ist, damit sich die getätigten Investitionen schnellstmöglich amortisieren. Die Frage wie eine Unternehmung am besten in einen Markt eintritt, beantworten die Markteintrittsstrategien.

Im ersten Teil der vorliegenden Arbeit sollen die jeweiligen Markteintrittsstrategien erläutert werden. Eine Bewertung der Strategien wird im zweiten Teil vorgenommen, insbesondere sollen deren Vor- und Nachteile aufgezeigt werden. In dem der Arbeit folgenden Anhang sollen Beispiele der Firmen Renault, Volkswagen, Ford, Vodafone und der UMTS-Versteigerung noch einmal zur Verdeutlichung der Markteintrittsstrategien dienen.

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