

Case Study "Bendix Corporation: Electronic Fuel Injection" (German Edition)

Thomas Vogt

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Case Study "Bendix Corporation: Electronic Fuel Injection" (German Edition) Thomas Vogt Studienarbeit aus dem Jahr 2007 im Fachbereich BWL - Sonstiges, Note: 1,7, FOM Hochschule für Oekonomie & Management gemeinnützige GmbH, Frankfurt früher Fachhochschule, Veranstaltung: Master of Business Administration, 10 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Im Rahmen dieses Assignments wird auf Fragen zum Thema Strategisches Management im Allgemeinen wie auch auf spezielle Fragestellungen zur behandelten Fall-studie der Bendix Corporation eingegangen. Das Assignment gliedert sich in zwei Abschnitte.

Im ersten Abschnitt werden drei Konzepte der Strategieanalyse vorges-tellt und der Wertschöpfungskette nach Porter gegenübergestellt. Der zweite Teil des Assignments behandelt dann die drei Fragestellungen zur Bendix Corporation Fallstudie.

- 1. What, historically, are Bendix's key sources of competitive advantages in the automotive business?
- 2. What are the entry barriers for Bendix and its major competitors in the electronic engine control business?
- 3. Calculate, in rough terms, the cost slope of the electronic control unit (ECU)! How important are these cost reductions for the success of the electronic fuel injection systems? Be very specific.



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