

Robert Bosch GmbH - Company Strategy & Performance Analysis

<https://marketpublishers.com/r/RC463C0612CEN.html>

Date: February 2018

Pages: 46

Price: US\$ 499.00 (Single User License)

ID: RC463C0612CEN

Abstracts

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SUMMARY

Robert Bosch GmbH (Bosch), formerly Workshop for Precision Mechanics and Electrical Engineering, is a supplier of technology and technology services. The company offers a range of products and solutions including auto parts and accessories, e-bike systems, vehicle technology, household appliances, security systems, solar inverters, packaging technology, industry and business process management solutions. Its customer base includes the automobile industry, DIY market, consumer electronics and BPO industries. Bosch operates through a network of subsidiaries and regional companies, and has sales and service partners in the Americas, Europe, Asia-Pacific and Africa. Bosch is a subsidiary of Robert Bosch Stiftung GmbH and is headquartered in Stuttgart, Germany.

MarketLine Premium's company strategy reports provide in-depth coverage of the performance and strategies of the world's leading automotive companies. The report details company operations in key geographies and offers a comprehensive analysis of each firm's growth strategy and financial performance. It benchmarks company performance against key indicators, including sales units, production units, operating income, net income, and total revenue.

Key highlights

Mobility solutions segment reported a significant increase in revenue

Bosch's mobility solutions include gasoline, diesel, and chassis control systems, electrical drives, starter motors, car multimedia, automotive electronics, aftermarket parts, and steering components. Mobility solutions posted an annual growth rate of 5.1%, rising from US\$46.2bn in 2015 to US\$48.6bn in 2016; in local currency terms this was a growth rate of 5.5%. Growth in the Gasoline Systems division, modern driver assistance systems, and active and passive safety systems all contributed.

Industrial technology segment's revenue declined

Bosch's Industrial Technology business is channeled through two divisions: drive and control technology, and packaging technology. Through its subsidiary, Bosch Rexroth AG, the firm provides customized drive, control and actuator solutions for various applications, including industrial automation, commercial vehicles, mobile machinery, and renewable energy. The subsidiary also focuses on electrical, hydraulic, and mechatronic systems and components. The packaging technology division provides process and packaging solutions to the pharmaceutical, food, confectionary, and beverage markets. Revenue generated from industrial technology declined at an annual rate of 5.6%, from US\$7,330.6m in 2015 to US\$6,918.9m in 2016; 5.2% in local currency terms.

Positive performance of BSH Hausgeräte and the power tools divisions contributed to consumer goods revenue growth

Bosch's consumer goods business is wrapped up in its power tools and household appliances divisions. The power tools division offers electrical gardening equipment, cordless equipment, and digital laser measurement tools. The company's joint venture, BSH Bosch und Siemens Hausgeräte GmbH offers household appliances. Growth was recorded in 2015 due to the company's acquisition of Siemens's 50% share in BSH Bosch und Siemens Hausgeräte GmbH, which became a wholly owned subsidiary. Revenues generated from consumer goods recorded an annual growth rate of 2.2%, rising from US\$19.0bn in 2015 to US\$19.5bn in 2016; 2.6% in local currency terms.

SCOPE

Company Snapshot: Details key indicators and rankings of Bosch in terms of revenue, sales and production units.

Company SWOT Analysis: Outlines Bosch's strengths, weaknesses, and opportunities and threats facing the company.

Growth Strategies: Provides an overview of Bosch's corporate goals and strategic initiatives and evaluates their outcomes.

Company Performance and Competitive Landscape: Analyses the company's performance by geographical segment and provides a peer comparison on parameters such as revenue and market share.

Key Developments: Showcases Bosch's recent corporate events and initiatives.

ICT Spending Prediction: Details how the company allocates its ICT budget across the core areas of its business, specifically hardware, software, IT services, communications and consulting.

REASONS TO BUY

How does Bosch ranks among its peers in terms of revenue and market share?

What are Bosch main growth strategies and how successful has the company been at implementing them?

How has the company performed since 2014?

How has Bosch performed in comparison to its main competitors?

What are Bosch's strengths and weaknesses and what are the opportunities and threats it faces?

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