

Bentley

Annelies Wilder-Smith

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Bentley Henry Man, 1775 Richard Bentley Jacob Maehly, 1868 Segmentierung der automobilen Luxusklasse mit Fokus auf die Marke "Bentley" Alexander Schaarschmidt, 2004-03-12 Inhaltsangabe Zusammenfassung In der Automobilindustrie herrscht sp testens seit den 80er Jahren ein intensiver Verdr ngungs und Ver nderungsprozess welcher durch zahlreiche Unternehmens bernahmen und Zusammenschl sse nachvollziehbar wird Die PKW M rkte werden immer globaler und fragmentierter Dies bedeutet gleichzeitig eine Individualisierung der Nachfrage Hinzu kommt eine abnehmende Markenbindung und das gesteigerte Tempo bei der technischen Entwicklung Dieser kann sich auch das automobile Premium und Luxussegment nicht entziehen Als Folge dieser Entwicklung ist eine formale Segmentierung des Marktes nach Gr enklassen nicht mehr ausreichend Die einfache Gliederung ist durch die Entwicklung von Nischenprodukten komplexer geworden Es geht nun vielmehr darum dem Kunden das Auto zu bieten das seinen individuellen W nschen und seinem Lebensstil weitgehend entspricht Dies ist in Verbindung mit einer starken Marke einer gro en Heritage und einem nicht zu geringen Anspruch an Emotion ausschlaggebend fr den Erfolg im gehobenen automobilen Segment Eine Analyse des Volkswagen Konzerns brachte hervor dass der PKW Markt vor rund zehn Jahren lediglich in neun Marktsegmente gegliedert wurde Bis heute hat sich die Zahl der wahrgenommenen Segmente verdreifacht Anhand der Automobilmarke Bentley soll diese Arbeit einen berblick ber das automobile Luxus Marktsegment sowie die Besonderheiten und Herausforderungen fr die vertretenen Automobilkonzerne beispielhaft aufzeigen Dabei geht die Arbeit auf den Begriff Luxus ein und trifft eine Abgrenzung zwischen Premium und Luxusmarken Kapitel 3 behandelt sowohl die Markenphilosophie als auch die Historie und Produkte von Rolls Royce Bentley Motor Cars In Kapitel 4 dieser Diplomarbeit wird der Begriff Segmentierung sowohl fr die Angebots als auch fr die Nachfrageseite definiert Zudem wird ein berblick ber die aktuelle Marktsegmentierung und deren Determinanten im Automobilbereich gegeben Die Segmentierungsans tze im Bereich der automobilen Luxusklasse sind nicht klar definiert und werden daher unterschiedlich interpretiert Deshalb erfolgt eine berpr fung der Segmentierungsans tze Aus dieser kritischen Betrachtung entwickelt die Arbeit eine praxisorientierte Segmentierung fr den automobilen Luxussektor unter Ber cksichtigung konomischer und psychographischer Gesichtspunkte Aufbauend auf der erfolgten Segmentierung setzt sich die Arbeit in Kapitel 5 und 6 mit Prognosen ber den ... Mining Supplement to Bentley's Complete Phrase Code E. L. Bentley,1907 Bentley's Plautine Emendations from His Copy of Gronovius Bentley, Sonnenschein, 1883 Miscellanea Genealogica Et Heraldica and the British Archivist, 1880 Governments and Microelectronics Dirk De Vos, 1891 Study of the industrial policies of France Germany Federal Republic the Netherlands Sweden and the UK with regard to microelectronics describes public investment and support for research and development technological change and innovation considers government attitudes to small scale industry and foreign enterprises References Official Register of the United States United States. Department of the Interior, 1899 **Bentley** Andrew

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