



## Contemporary Development in Business and Management

By Alexander Berger

GRIN Verlag Jun 2011, 2011. Taschenbuch. Book Condition: Neu. 211x146x7 mm. This item is printed on demand - Print on Demand Neuware - Scholarly Research Paper from the year 2010 in the subject Business economics - Personnel and Organisation, grade: 73%, University of Sunderland, language: English, comment: 70%(engl. Notensystem) entspricht einer 1,0 lt. dt. Notensystem , abstract: Nowadays the interface of the external and internal environments is of great importance. Companies can influence their internal environment, but they generally have less influence on the external environment. Furthermore, the demographic change is challenging most companies. On the one hand they have to adjust to the changing customers' needs and on the other hand they have to deal with the decline of the workforce on the labour market. As an leading international branded consumer goods company Beiersdorf is influenced by external and internal factors in many ways. This report is divided into two parts. The first part will evaluate the internal and external environment of Beiersdorf. On the basis of the Beiersdorf s history development the internal environment will be analysed. Furthermore the external environment will be presented within the scope of the PEST analysis and Porter s five forces. The second part...



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