

## Project Thesis or Bachelor Thesis (up to 3 month duration)

### Subject:

Analysis of service strategies of Chinese machine manufacturers

### Objectives:

Im Rahmen dieses wissenschaftlichen Projektes soll auf am Beispiel von sich internationalisierenden beispielhaften Maschinen- und Anlagenbauunternehmen typische Servicestrategien bei der Internationalisierung im IST erhoben und im SOLL empfohlen werden.

In this work a sample of successful Chinese machine manufacturers should be analysed regarding their After-Sales-Strategy when going International. Typical actual strategies should be identified and best practice strategies should be proposed.

The scientific project will comprise the following tasks:

- Compiling an Exposé including the necessary tasks and time schedule.
- Identification and selection of a sample of Chinese enterprises (see links).
- Drafting, testing and employment of a questionnaire and expert interviews.
- Identification of typical service strategies in China opposed to typical strategies in Europe.
- Success / failure in After-Sales-Service of Chinese manufacturers in Europe. Identification of patterns and success factors.
- Recommendations and implications for further research

### Literature und Links:

For a first selection of companies:

The Association of Chartered Certified Accountants (ACCA), China's next 100 global giants, London, September 2014

For an introduction in differences in Service strategies:

EAC-Euro Asia Consulting, Implications of Chinese Competitor Strategies for German Machinery Manufacturers, Shanghai/Munich 2014