

Strategic Analysis of BMW Group

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Abstract

The report under consideration attempts to evaluate and examine the strategic performance of the company. Precisely, the existing study attempts to carry out a professional strategic analysis of the selected organisation. Thus, the scope is limited to the case of BMW because it has been elected as a context for this study. As far as the method of investigation is concerned, it can be declared that report is comprised of a theoretical analysis of company's performance. Thereby, qualitative and secondary methods of investigations are adopted in this report. The main objective of this study is to evaluate and explore professional strategic analysis of BMW. The overall discussion further unveiled that BMW is operating in Germany since 1916. The strategic analysis of the company indicated significant challenges and changes encountered by the company both internally and externally. As per the given analysis, the company has encountered legal issues regarding the development of policies that cater supply problems, technological issues regarding the modifications and restrictions of technology. It has been further acknowledged that internally company encountered the issue relating to the change in retail strategy. Lastly, by the overall discussion and evaluation, research and development will ensure the sustainable development and will ensure that BMW sustains its competitive advantage in the market. Electro mobility and the zero emission cars are the future and BMW's all attention is directed on these areas.

Keywords: BMW, strategy, analysis.

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