



Konkurrenzanalyse - Benchmarking und deren Bedeutung für das Marketing (German Edition)

Bastian Frommann

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Studienarbeit aus dem Jahr 2005 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,7, Fachhochschule Trier - Hochschule für Wirtschaft, Technik und Gestaltung, Veranstaltung: Marketing, 9 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: In dieser Arbeit wird die Möglichkeit des Einsatzes von Benchmarking im Unternehmen dargestellt. Hierbei soll unter anderem herausgestellt werden, welche Bedeutung dem Benchmarking für das Marketing zukommt. In Punkt Zwei der Gliederung folgt nach den begrifflichen Grundlagen eine Erläuterung der Notwendigkeit einer Benchmarking-Studie sowie die Entwicklungsgeschichte des Benchmarking. Beim Benchmarking können unterschiedliche Objekte die Basis für einen Vergleich bilden, aus diesem Grund folgt hierzu eine Einteilung in 4 Arten des Benchmarking. Des weitern soll der mögliche Ablauf einer Benchmarking-Studie dargestellt werden und im Schlussteil auf den Zusatznutzen der Benchmarking-Studie eingegangen werden. ...

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