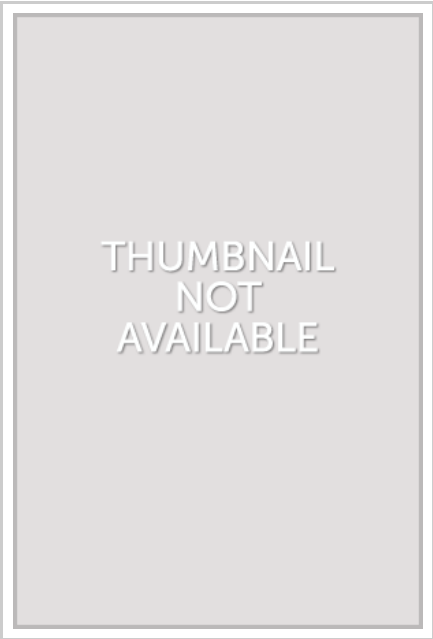


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Change Management. Analysis of the causes of crisis and recommendations for restructuring based on a case study in the automotive industry

By Katharina Lehmann

GRIN Verlag Apr 2016, 2016. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2013 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, Hamburg School of Business Administration gGmbH (Business Administration), course: Corporate Choice, language: English, abstract: The paper examines the measurements that cause a crisis of XYZ Automotive Systems (case study), a fictional German company that manufactures test systems. Therefore, the paper analyses the financial performance as well as internal and external problems of the company. After highlighting the strengths and weaknesses, the paper looks at causes - sales structure and cost of business unit - in greater detail. Finally, recommendations for the restructuring of XYZ Automotive Systems are presented. 16 pp. Englisch.

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