

Benchmarking In Der Luftfahrtindustrie - , C. Umbach

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Der Wettbewerb im Flugverkehr und steigender Kostendruck aufgrund der steigenden Treibstoffpreise und anderer Faktoren zwingen die Fluggesellschaften immer wieder verbesserte Strategien im Unternehmen zu implementieren, um auch zukünftig Marktanteile zu sichern oder auszubauen. Dabei ist die Einschätzung der eigenen Marktposition von essentieller Bedeutung, um von diesem Standpunkt aus Wege der Performance-Verbesserung zu beschreiten. Hier liefert das Controlling mit dem Benchmarking-Instrument ein wichtiges Werkzeug, welches die Mittel bereitstellt um die eigenen Leistungen zu messen und sich selbst anhand von ausgewählten Faktoren im Markt und Konkurrenzumfeld zu positionieren. Diese Arbeit wird einen Überblick über das Benchmarking allgemein und in Verbindung mit der Aviation Industry liefern. Studienarbeit aus dem Jahr 2008 im Fachbereich Wirtschaft - Controlling, Note: 2,3, Georg-August-Universität Göttingen (Wirtschaftswissenschaftliche Fakultät). Author: Luetjen, E. Author: Umbach, C. Author: Großmann, C. Publisher: GRIN Verlag Illustration: N Language: GER Title: Benchmarking in der Luftfahrtindustrie Pages: 00061 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640387816 Category: Business & Economics : General

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