

Bsc Im Beschaffungsbereich Am Beispiel Der Media Saturn Holding Gmbh - Christian Steczek

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Die Metro AG ist ein traditionsreiches Unternehmen, dass auf eine mehr als hundertjährige Unternehmensgeschichte zurückblicken kann. So wurde beispielsweise die Kaufhof AG, welche zum Metro Konzern gehört, 1879 in Stralsund als ein Kurz-, Weiß- und Wollwarengeschäft eröffnet. Das eigentliche Geburtsjahr des Metro Konzerns gilt als das Jahr 1964, als Otto Beisheim den ersten Metro Cash Carry-Markt, einen Abholmarkt für Gewerbetreibende eröffnete. Heute ist der Metro Konzern der drittgrößte deutsche Handelskonzern und der fünftgrößte weltweit. Das Unternehmen beschäftigt rund 240.000 Mitarbeiter in 28 Ländern und der Konzern wächst weiter. Im Jahr 2003 hat die METRO Group einen Umsatz von über 53,6 Mrd. € erwirtschaftet, rund 4,0 Prozent mehr als im Vorjahr. Die Metro Group verfügt über ein klar strukturiertes Portfolio an Konzernunternehmen, die nach unterschiedlichen, genau durchdachten Vertriebskonzepten am Markt agieren. Das Geschäftsfeld lässt sich in sechs Vertriebslinien einteilen: Metro / Makro CC, Real, Extra, Media Markt Saturn, Praktiker, Galeria Kaufhof. Die Querschnittsgesellschaften übernehmen für die Vertriebslinien konzernweit übergreifende Dienstleistungen wie Beschaffung, Logistik, Informatik, Werbung, Finanzierung, Versicherung oder Gastronomie. Author: Steczek, Christian Publisher: GRIN Verlag Illustration: N Language: GER Title: BSC im Beschaffungsbereich am Beispiel der Media Saturn Holding GmbH Pages: 00016 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638302456 Category: Business & Economics : Management - General

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