

# Strategic Analysis: 'deutsche Bank' - Peter Rudolph

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This paper defines the external environment Deutsche Bank AG. According to Farnham, (1999) the PESTEL analysis and Porter's (1980) five forces model provide a useful start for analysing the external environment and providing a crucial set of inputs for strategic development and implementation. Building up on the information gathered it will be discussed what key challenges the organisation is facing, the significance of these challenges and how they might be overcome. The world today is changing faster than ever before. Technological developments, financial constraints, expanding markets, restructuring and mergers, new philosophies and government legislation are all putting pressure on organisations to change and stay dynamic (Davenport et al, 1990; Aijo et al, 1996). It is said that if organisations do not pay attention to environmental changes, they may not survive at all (Fahey et al, 1986). This paper defines the external environment Deutsche Bank AG is facing in its German retail branch unit. According to Farnham, (1999) the PESTEL analysis and Porter's (1980) five forces model provide a useful start for analysing the external environment and providing a crucial set of inputs for strategic development and implementation. Building up on the information gathered it will be discussed what key challenges the organisation is facing, the significance of these challenges and how they might be overcome. Finally, strategic implications are suggested. Author: Rudolph, Peter Publisher: GRIN Verlag Illustration: N Language: ENG Title: Strategic analysis: 'Deutsche Bank' Pages: 00016 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638346726 Category: Business & Economics : Management - General

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