

Finanzanalyse Voestalpine Ag - Johannes Bauernberger

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Im Zuge dieser Arbeit soll im Folgenden die Voestalpine AG untersucht und analysiert werden. Dabei wird mit einer Untersuchung des Branchenumfeldes sowie der Konkurrenzunternehmen und Entwicklungen in der Eisen- und Stahlerzeugungsbranche begonnen. Im Anschluss wird das Unternehmen einer qualitativen sowie einer quantitativen Unternehmensanalyse unterzogen. Hierbei wird eine Vielzahl von Unternehmenskennzahlen errechnet und interpretiert, sowie die Ergebnisse der Voestalpine AG im Hinblick auf jene direkter nationaler und internationaler Konkurrenten verglichen. Abschließend werden in Form einer SWOT-Analyse noch zukünftige Entwicklungspotentiale, Stärken und Schwächen der Unternehmung sowie Chancen und Risiken des Marktes diskutiert. Studienarbeit aus dem Jahr 2006 im Fachbereich Wirtschaft - Investition und Finanzierung, Note: 2, Johannes Kepler Universität Linz (Institut für betriebliche Finanzwirtschaft). Author: Bauernberger, Johannes Publisher: GRIN Verlag Illustration: N Language: GER Title: Finanzanalyse Voestalpine AG Pages: 00035 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640392148 Category: Business & Economics : General

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