

Wettbewerbsstrategien Im Facility Management - Manuel Rimkus

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In den letzten Jahren hat sich der Markt für FM Dienstleistungen vom klassischen Gebäudemanagement im Nutzungszyklus einer Immobilie zum ganzheitlichen Managementansatz für Immobilienbewirtschaftung entwickelt. Dabei haben sich die Kundenbedürfnisse von Einzelleistungen hin zu komplexen Leistungserwartungen verändert, die nur durch integrierte FM Dienstleistungen befriedigt werden können. Nachdem Bauunternehmer, Immobilienmakler oder Gebäudetechnikunternehmen auf den noch jungen Markt drängen, kommt es auch in Zukunft zu einer weiteren Verschärfung des Preiswettbewerbes im Kampf um Marktanteile. In diesem Wettbewerbsumfeld werden nur solche Unternehmen bestehen, die eine klare Wettbewerbsstrategie für sich adaptieren. Die aktive Beeinflussung der Kundenbedürfnisse durch innovative Produkte und offensives Marketing werden zum Schlüsselfaktor unternehmerischen Erfolges. Author: Rimkus, Manuel Publisher: GRIN Verlag Illustration: N Language: GER Title: Wettbewerbsstrategien im Facility Management Pages: 00026 (Encrypted PDF) On Sale: 2007-01-01 SKU-13/ISBN: 9783638619967 Category: Business & Economics : Marketing - General

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