

Pestel Analysis Of Insurance Companies

Seminar paper from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: High Distinction, Bond University Australia, language: English, abstract: This marketing plan is prepared for Virgin Blue with the sole aim to increase their profit. A brief history of the company describes their quick success in the aviation industry. Followed by, the current market situation and the appropriate PEST Analysis. The SWOT and Issue Analysis are showing the two main Australian domestic market companies such as Qantas' and Virgin Blue's major facts in detail. Afterwards the contents of the Marketing and Financial Objectives of Virgin Blue will highlight the key issues. The Marketing Strategy along with recommended Action Programmes will outline how to introduce and to begin with the Project. The explanatory statement of the project shows that this project can start as soon as desired. The last section is 'Controls,' it shows how the project can be controlled.

This book provides a holistic and pragmatic approach to performance management throughout the business value chain, and demonstrates the optimal design and use of performance management in order to achieve competitive advantage. A wealth of best practices, case studies and real-world examples are used to reveal the diversity of performance measurement methods, methodologies and principles in practice. Readers will gain comprehensive insights into the status quo of performance management, including primary functions such as supply, operations and sales, and secondary functions like finance, human resources, and information systems. Focusing on 'best-in-class' performance excellence, the book offers the ideal guide for any organization pursuing competitive advantages across all corporate functions and focusing on value-adding activities.

This is a comprehensive, user-friendly and hands-on book that is a single source of reference of tools and techniques for all quality practitioners. Implementing Six Sigma and Lean covers the basics of how to manage for consistently high quality and gives good coverage of both simple tools and advanced techniques which can be used in all businesses. This book provides guidance on how to use these tools for different situations such as new start-up companies, stalled projects and the constant achievement of high quality in well-established quality regimes. Case studies are included that encourage the reader to respond in a practical situations and provide a good learning resource for courses. There are summaries of key elements and questions with exercises at the end of each chapter. * Single source of reference of tools and techniques for practitioners * All tools and techniques in the book contain definitions, applications, basic steps and worked examples. * Benefits and pitfalls of each technique give the reader a balanced view.

Financial Services Marketing: an international guide to principles and practice contains the ideal balance of marketing theory and practice to appeal to advanced undergraduates and those on professional courses such as the Chartered Institute of Banking. Taking an international and strategic view of an increasingly important and competitive sector, Financial Services Marketing adopts a fresh approach in terms of structure, and is organised around the core marketing activities of marketing for acquisition and marketing for retention. Financial Services Marketing features: * Strong international focus: case studies and vignettes representing Asia-Pacific, Europe and the US. * Comprehensive coverage, focusing on both B2B and B2C marketing. * Expert insights into the latest innovations in the sector, from technological developments, CRM and customer loyalty to issues of social responsibility. Financial Services Marketing will help both the student and the practitioner to develop a firm grounding in the fundamentals of: financial services strategy, customer acquisition, and customer development. Reflecting the realities of financial services marketing in an increasingly complex sector, it provides the most up-to-date, international and practical guide to the subject available.

Developing future strategies for a company is an important and complex task, and forms the core issue in this book. A company's strategy defines its future direction, specifying its desired market position and key competitive advantages both at the level of market offers and of resources. This book provides clear, straightforward advice for professionals: after a brief introduction to strategic planning, a heuristic process for determining future strategies is presented. It shows how to analyze a company's current situation, develop and assess options for the future, and define implementation projects. Throughout the book, detailed recommendations are illustrated with the help of numerous concrete examples. As a result of studying applications of the book in practice, the second edition benefits from a simplified, hands-on analysis and planning process at the business level.

There are many advantages associated with intradermal injections such as increased safety and reduced pain perception. To fully leverage these benefits there is a need to optimize old and new techniques to administer vaccines intradermally. The VAX-ID device will be able to administer several preventive and therapeutic vaccines to children, adults and the elderly at different anatomic sites, e.g. the forearm. The European Union and the United States were chosen as the main target markets. As an introduction, the development process of innovative medical devices is shown to get a general overview of all elements at stake. The scope of the VAX-ID project is limited to the first three steps hereof: from research to pre-market clinical evaluation. The market analysis is the starting point of this thesis. In a next step, the value chain of the device was constructed and adoption factors critical to each player in this chain were identified. Finally, all this information was incorporated in the design of the business model. The market analysis includes an assessment of the competition within the industry by means of Porter's five forces framework and an overview of the external forces that have an impact on the industry by means of a PESTEL analysis. First of all, it became clear that the industry is hard to enter because high invested is required and products are protected by patents. Furthermore, there are several substitutes available in the market, out of which microneedle patches will pose the biggest threat in the future. With respect to the customers, a distinction was made between the direct customers, i.e. the vaccine manufacturers, and the end users, i.e. the healthcare providers and the patients. Both categories have significant power in deciding which devices they use. Therefore, this can also be considered as a threat. As far as the suppliers are concerned, there are high switching costs because they need to live up to high standards, e.g. with respect to sterility. Finally, the industry is characterized by intense rivalry and many companies are active in the intradermal injection market. Regarding the external forces, the political aspect was first of all investigated by looking into the healthcare systems in the European Union and the United States. In both continents, reforms are in order to keep the current policies sustainable, which leads to uncertainty for medical device developers. On an economic level, an unfavorable combination of economic slowdown and rising costs raises the question of who will pay for these expenses. This forces medical device developers to cut costs. With respect to the social aspect, several positive trends were discussed. Firstly, the population is growing bigger and older in the European Union and the United States, leading to more people requiring

daily care. Furthermore, due to globalization clinical trials can be outsourced to cheaper destinations. Finally, the immunization policy in the European Union and the United States was examined. From a technological perspective, a culture of innovation is a critical success factor. Open innovation is a crucial element in the medical device industry allowing several parties to openly work together on the development of a new product. Next to this, it can be noted that due to the expansion of the internet and social media, patients are more informed and can be reached through new communication channels. As a medical device developer, it is important to embrace this trend. Lastly, 3D printing is a cost efficient and environmental friendly production technique that holds tremendous opportunities for the medical device industry. As for the ecological aspect, a growing emphasis is put on waste management. Finally, the legal environment can be considered risky since it is highly regulated. Overall, the medical device industry is hard to enter and prosper in. However, the opportunities on the social, technological and ecological level increase the chance of success as long as the threats are properly managed. In a second step, the value chain of the device was constructed in order to get an overview of the adoption factors that are important for all the stakeholders in the chain. The device will reach the healthcare providers through intermediaries (group purchasing organizations, wholesalers...), after which it is used to treat the patients. Apart from this, there are two other important actors in the value chain: the health technology assessment agencies, that influence legislation and evaluate new technologies, and the insurance agencies that partially or fully reimburse the treatment. For each of these stakeholders, several adoption factors that influence the uptake of the device were identified. First of all, for device developers the legal framework is a determining factor. In this respect, the requirements to obtain market approval were looked into both for the European Union and the United States. The most important implication hereof was that in the European Union devices are often launched first due to less stringent regulations. Moreover, the risk and uncertainty levels of the project influence its chance of success. As a result, it is crucial to perform a thorough risk assessment focused on human blunders. Lastly, from the perspective of medical device developers, including cross-functional expertise and making room for social interactions positively impacts the outcome of the project. For health technology assessment and insurance agencies, the quality of the product plays a crucial role in their decision to adopt the device. To demonstrate the quality of the VAX-ID device, it was benchmarked against several intradermal injection techniques with respect to six criteria. This led to the conclusion that the features "compatibility with the vaccine" and "patient acceptability" should be leveraged as competitive advantages. Apart from the quality of the product, clinical evidence will support the adoption process of the device. As for the healthcare providers, the added value of the product is a significant factor as well as information and follow-up. It appears that when the benefits of an innovation are explicitly communicated to its users during the development process, the probability of adoption increases. Finally, to increase commercialization success it is of vital importance that the technology lives up to the patient's expectations. Human-centered design implies that the design of the device is adapted according to who uses the device and in what context it is used. For the VAX-ID project, many of these aspects were directly incorporated in the development of the device. Finally, the business model canvas tool was used to create the business model for the VAX-ID device. The canvas consists of nine building blocks and shows how value is created with a certain technology. The first part entails the identification of the customer segments. For the VAX-ID device, these are the vaccine manufacturers, healthcare providers and the patients. For each of these segments, a value proposition was formulated. Performance, cost reduction, risk reduction and usability are the main drivers of value with respect to the VAX-ID device. In a next step, the channels through which the customers will be reached were looked at and the relationships that need to be established were determined. If all these aspects match, this will lead to revenue streams. Key resources indicate which issues are necessary to be able to deliver the value proposition. In terms of the VAX-ID project, knowhow, partnerships and intellectual property are essential to reach our goals. After that, the key activities need to be spelled out. Evidentially these cannot be carried out alone, but partnerships are required. The VAX-ID project first and foremost relies on the parties primarily involved in the project. Other than BiR&D and Janssen Pharmaceuticals, we rely on the support of external parties such as patent lawyers and the government. When all these elements are described, the cost structure becomes clear. This way, a comprehensive overview is given on all the essential elements of the project. In the conclusion, all these insights were translated into practical managerial insights and suggestions for future research.

This book offers a comprehensive and up-to-date account of management ideas and practices, focusing on the human relations side of construction management. Easily accessible and suitable for use within the classroom or in distance learning situations, it discusses a range of themes and trends covering evidence based management practices in the construction industry. A variety of learning elements will be included, such as case studies, projects, and review questions, fully supported by interactive web based material including multiple choice questions, exercises, annotated links to other relevant web sites and an online glossary to explain key terms. Each chapter will also contain annotated further reading, chapter summaries and outline summaries of relevant legislation within the construction industry.

Fun to read yet full of powerful business information, this guide provides a comprehensive toolkit for crafting winning strategies in today's competitive environment. • Presents the most effective and useful strategy concepts and frameworks in a condensed, easy-to-grasp and entertaining manner that anyone or any business can benefit from • Provides many current and classic examples to show the application of the frameworks, making key concepts easy to understand • Organizes information in a logical order where concepts presented in previous workshops provides the base for additional ideas or strategies, giving readers a synergistic, comprehensive picture of strategic challenges and opportunities • Shows readers not just how to craft marketing strategy but also how to advocate for their strategic ideas

Research Paper (undergraduate) from the year 2020 in the subject Business economics - Banking, Stock Exchanges, Insurance, Accounting, grade: 1,3, The FOM University of Applied Sciences, Hamburg, course: Strategic Corporate Management, language: English, abstract: The goal of this thesis is to analyse the strategies of FinTechs. The paper should give an orientation on how FinTechs position themselves in the traditional banking sector. This is done with help of a case study. For this purpose, the decisive developments, and drivers of the FinTech industry will be described first after a narrowing of the term FinTech and its subcategories. In the case study, the environment of Bank N26 is first examined using a PESTEL analysis. Based on the insights gained, the strengths and weaknesses of the online bank are adapted using a SWOT3 analysis. Finally, the evaluation and recommendation include the formulation of Strategic Fields of Action for Bank N26. Since a more detailed discussion of implementation would go beyond the scope of this text, the work concentrates exclusively on the strategically relevant factors and makes only concrete recommendations for strategy orientation but not for implementation. In recent years, the FinTech industry has been able to collect considerable Investments. While the number of newly founded FinTech Start-Ups is decreasing, especially FinTech companies from the Banking Sector FinTech can collect large sums in the later funding rounds. In absolute terms, the USA dominates both operationally and in total investments. The UK also plays a major role in the European environment. Technology has been adopted by the banks at a very early stage in the electronic markets, but the impression arises that young FinTech Start-Ups often reach the end customer better and

satisfy needs more efficiently. For established financial companies, the question is how they can respond to changing user behaviour and how they can interact with these new market participants. FinTech Start-Ups, contrary, face the challenge of differentiating themselves from existing business models.

Delivering E-Learning describes a new and better way of understanding e-learning. The author looks at overcoming objections to e-learning and acknowledging poor past practice before presenting a new strategic approach. It places the emphasis firmly on learning, not the technology, de-mystifying the jargon and de-bunking industry myths. The current way most people look at e-learning is flawed, and this means they are missing its full potential. This book provides a clear framework to better understand e-learning. Proposing a strategic approach to implementing e-learning, the author demonstrates how to align e-learning strategy with learning and business strategies. It offers a complete resource for applying e-learning to any organization.

Closely aligning with the military strategy concepts that the ancient Chinese warrior-philosopher Sun Tzu developed in The Art of War over 2500 years ago, Strategic Planning is a practical guide written by two German experts in strategy and innovation. Witmann and Reuter help leaders develop the ability to recognize opportunities in their corporate environment and take advantage of these opportunities effectively and flexibly by implementing revenue-generating strategies. To foster active participation, they engage readers in direct question "workshops" that can be worked through individually or in teams, guiding them through analysis of value-based management, the strategic environment, strategic strength development, building strategies to suit products, and techniques to gain competitive advantage. A full case study in strategy and business planning further coaches readers in handling the challenges of value creation and long-term success.

To some, the near perfection of the Six Sigma management system appears to be an impossible ideal, especially for small and medium enterprises. FIT SIGMATM, a flexible and more sustainable approach, was developed through the integration of the 'hard' Six Sigma approach with Lean Enterprise philosophy. It consists of three elements; fitness for purpose, fitness for improvement and integration, and fitness for sustainability. FIT SIGMA: A Lean Approach to Building Sustainable Quality Beyond Six Sigma shows how this tripartite approach can be used to add value to both large and small organisations through improved use of resources, and through the provision of improved customer satisfaction. It shows that a holistic approach to operational excellence underpinned by a data driven methodology can be applied equally to the manufacturing, service or public sectors. As the Six Sigma philosophy has evolved in recent years to take into account new challenges faced by companies, including climate change, green supply chain, emerging markets and a growing service sector, so FIT SIGMATM has also adapted itself to these new demands. FIT SIGMA: A Lean Approach to Building Sustainable Quality Beyond Six Sigma covers key developing areas including: Sustainability and Environment Non-profit organizations Service Operations Supply Chain Management Project Management Emerging Markets Small and Medium Enterprises Green Thinking Each chapter contains practical implementation guide, illustrative examples and case studies, and concludes with a summary of key elements for ease of reference and revision. In addition the book includes a comprehensive glossary of common terms and phrases used in managing quality, along with an appendix which illustrates the applications of basic statistics in Six Sigma and Fit Sigma.

Drawing upon empirical findings, archival research, and interviews, Zammit, Spiteri, and Grima fill a major gap in the literature by delivering a study of the development of the Maltese insurance industry. With contributions presented during the Second International Risk Management Conference, this second volume addresses important areas of risk management from a variety of angles and perspectives. The book will cover two separate tracks—financial risk management and risk management and corporate strategies—and will be of interest to academic researchers and students in risk management, banking, and finance.

The emergence of artificial intelligence has created a vast amount of advancements within various professional sectors and has transformed the way organizations conduct themselves. The implementation of intelligent systems has assisted with developing traditional processes including decision making, risk management, and security. An area that requires significant attention and research is how these companies are becoming accustomed to computer intelligence and applying this technology to their everyday practices. Transdisciplinary Perspectives on Risk Management and Cyber Intelligence is a pivotal reference source that provides vital research on the application of intelligent systems within various professional sectors as well as the exploration of theories and empirical findings. While highlighting topics such as decision making, cognitive science, and knowledge management, this publication explores the management of risk and uncertainty using training exercises, as well as the development of managerial intelligence competency. This book is ideally designed for practitioners, educators, researchers, policymakers, managers, developers, analysts, politicians, and students seeking current research on modern approaches to the analysis and performance of cyber intelligence.

Creating Competitive Advantage with Electronic CommerceA Study of the German Insurance Industrydiplom.de

This book includes papers presented at the 2nd Economic forum: German-Turkish perspectives on IT and Innovation Management at the FOM in Munich, organized by the FOM University of Applied Sciences and Atatürk University Erzurum. Patron of the conference was Prof. Dr. Johanna Wanka, Federal Minister for Education and Research. To mark the German-Turkish year of science, both countries picked out global and societal challenges as a central theme and explored solution strategies as well as their implementation in new technologies and innovations. The papers discuss the effects of new technologies and innovations from different perspectives – from IT management, banking and finance to the special challenges of SMEs.

This book is designed to explore the social demands, challenges and imperatives associated with conducting business operations across national borders. Its content is predicated upon the following basic premises:Cross-border business operators have a moral obligation to seek socially beneficial results along with economically beneficial results in their policies, decisions and actionsCross-border business operations need to be conducted in ways that are consistent with host countries' commonly honored ethical standardsCross-border business owners and managers, like their host-country counterparts, have an express duty to comply with existing laws, rules and regulationsCross-border business operators need to be responsive to the needs, rights, concerns, and expectations of customers in all the countries where their operations are undertakenCross-border business operators have a moral obligation to conduct their operations in ways that have negligible or no potential to exacerbate the depreciation of the quality of the natural environment in their host countriesThe need to develop sound relations with all the external groups in their host countries which have a stake in their corporate policies, programs, and overall existence is an imperative cross-border business entities can shirk or slight only at their own peril.Mr. Kyambalesa is an adjunct member of the MBA faculty in the School for Professional Studies at Regis University, and an independent Business and Management researcher and consultant. He is the author of several other books on business innovation and competitiveness, small business management and entrepreneurship, general management, marketing management, technological development, and economic development.

This book presents some twenty case studies, showing how companies in different industry sectors and of different sizes make advances in Product Lifecycle Management (PLM). Like the

author's previous volumes, this book provides a valuable resource for those wishing to learn about PLM and how to implement and apply it in their companies. Helping readers to · learn about implementing and benefiting from PLM; · learn about good PLM solutions and best practice; · improve their planning and decision-making abilities; · benefit from the lessons learned by the companies featured in the case studies; · proceed faster and further with PLM the book presents effective PLM solutions and best practices. At the same time, the case studies included demonstrate how different companies implement and benefit from PLM. Each case study is addressed in a separate chapter and details a different situation, enabling readers to put themselves in the situation and think through different actions and decisions. A valuable resource for PLM team managers and employees in engineering and manufacturing companies, the book is also of interest to researchers and students in industrial engineering fields.

Novi Dewan establishes a status quo of the Indian health and life insurance industry and discusses the best practices for various elements of the marketing mix. She complements secondary research with recent empirical data accentuating the emerging opportunities and challenges in the Indian Insurance Industry by using standardized interviews with opinion leaders and CEOs of several insurers.

- This is the latest practice test to pass the CIMA CIMAPRO15-E03-X1-ENG E3 Strategic Management Question Tutorial Exam. - It contains 60 Questions and Answers. - All the questions are 100% valid and stable. - You can reply on this practice test to pass the exam with a good mark and in the first attempt.

Seminar paper from the year 2003 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: Distinction, Bond University Australia, language: English, abstract: Abstract This marketing plan is prepared for Virgin Blue with the sole aim of idea to increase their profit. A brief history of the company describes their quick success in the aviation industry. Followed by the current market situation and the appropriate PEST Analysis. The SWOT and Issue Analysis are showing the two main Australian domestic market companies such as Qantas' and Virgin Blue's major facts in detail. Afterwards the contents of the Marketing and Financial Objectives of Virgin Blue will highlight the key issues. The Marketing Strategy with recommended Action Programmes will outline how to introduce and to begin with the Project. The explanatory statement of the project shows that this project can start soon as desired. the reader will gain a better understanding. The last section is 'Controls'. It shows how the project can be controlled.

Essay from the year 2015 in the subject Engineering - Mechanical Engineering, grade: 72, , language: English, abstract: The essay is about the DAX30 company Siemens AG which has a strong position in the technology sector and other large manufacturing. As the market is getting more international Siemens is going to face more and more issues concerning sustainability, competition and political changes. The essay will explore implications on Political, Economical, Social, Technological, Environmental and Legal factors that affect and will affect Siemens in the future in the main body.

Essay from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 75 % - A, University of Sunderland (Faculty of Business and Law), course: International Marketing, language: English, abstract: This paper will outline the marketing environments for private healthcare in the US and France. After an environmental analysis considering the macro and the micro environment, strength and weaknesses as well as potential future opportunities and threats will be analysed for both countries. The focus lies on the insurance sector in private health care in order to provide a focused and narrowed down overview.

This book describes how international negotiations can be conducted in a structured, professional and effective manner. It also offers recommendations based on examples of successful negotiations from both economically leading countries such as the USA, China and Japan, as well as smaller countries such as the Netherlands, Israel and Morocco. Providing practically relevant experiences from middle and top management positions in different business sectors, the contributors focus on all elements of negotiations, spanning from preparation, execution, strategies and tactics to non-verbal communication and psychological factors. Moreover, the chapters offer detailed introductions to more than 25 countries around the globe, which can be used as a reference guide to doing business in the specific contexts.

Inhaltsangabe:Abstract: As electronic commerce is quickly increasing within some industries such as computers, software and retail banking the question arises whether and how insurance companies can profit too. This dissertation evaluates the impact of electronic commerce on the German insurance industry with the overall goal of creating competitive advantage. The dissertation proceeds by reviewing the literature for definitions and perspectives of electronic commerce, the suitability of electronic commerce for insurance products and services, the impact on existing business processes and value chains as well as the sources for creating competitive advantage within a mature insurance industry. Additionally, its organizational implications have also been examined. This dissertation contains fieldwork on the issues focused on in theory. Primary data was gathered using a questionnaire and a few interviews that were conducted with Chief Information Officers (CIO). The results of these activities were analysed and discussed by comparing them with both theory and experiences of other industries. Inhaltsverzeichnis:Table of Contents: Abstract1 1.Introduction2 1.1Objectives2 1.2Approach3 2.Hypothesis and Objectives4 3.The German insurance industry5 3.1Status quo5 3.2Future trends7 4.Literature review10 4.1E-Commerce - characteristics and perspectives10 4.2Insurance products and services in electronic commerce14 4.3Electronic commerce and the value chain17 4.4Competitive advantage20 4.5Business processes within the insurance industry26 4.6Organisational implications for electronic commerce31 4.7Success factors for Electronic commerce34 4.8Summary of literature research35 5.Fieldwork39 5.1Research and objectives39 5.2Methodology and scope - outline39 5.3Questionnaire on e-commerce40 5.4Interviews with CIO S41 5.5Limitations of the research41 6.Findings and analysis of Fieldwork Data42 6.1General findings42 6.2Future industry trends44 6.3Consumer profiles, expectations and behaviour47 6.4Products and services50 6.5Value chain and competitive advantage53 6.6Business processes59 6.7Focused areas63 6.8Constraints64 6.9Summary of fieldwork66 7.Conclusions67 7.1Conclusions drawn from the literature67 7.2Conclusions drawn from the fieldwork68 7.3Final conclusions-correlations between the literature and fieldwork69 8.Recommendations70 9.Appendices73 9.1Appendix 173 9.2Appendix 274 9.3Appendix 3: [...]

This open access Pivot demonstrates how a variety of technologies act as innovation catalysts within the banking and financial services sector. Traditional banks and financial services are under increasing competition from global IT companies such as Google, Apple, Amazon and PayPal whilst facing pressure from investors to reduce costs, increase agility and improve customer retention. Technologies such as blockchain, cloud computing, mobile technologies, big data analytics and social media therefore have perhaps more potential in this industry and area of business than any other. This book defines a fintech ecosystem for the 21st century, providing a state-of-the art review of current literature, suggesting avenues for new research and offering perspectives from business, technology and industry.

George Blair and Sandy Meadows - themselves battle-hardened veterans of the change process - take a refreshingly different approach to most of the new books, videos, seminars and gurus emerging to tell managers how to cope with change. They encourage the reader to start from the reality of his or her own organization and have the courage to design the programme that will work in real life. Drawing both on proven systems and their own extensive experience, they chart the way forward from strategy to implementation. With the aid of checklists, illustrations and case studies, they show how to diagnose existing problems, how to construct the appropriate plans and how to deal with the politics. They examine the various options, including empowerment, TQM and re-engineering, set out the criteria for

selecting the best mix for your own circumstances and then explain the techniques involved in implementation. Unlike many other books on change, they pay due attention to the need for a reward strategy to support the aims of the change programme.

Essay from the year 2015 in the subject Business economics - Banking, Stock Exchanges, Insurance, Accounting, grade: 100%, University of Technology, Sydney, language: English, abstract: The financial crisis of 2008 stopped the deregulation and expansion phase that dominated from the 1990s onwards in Europe's banking industry. Over the last years significantly changes in the regulatory framework of banking have been made worldwide with the new rules of Basel III, CRD IV, Dodd-Frank and Solvency I to minimize the effect of future crises and protect consumers. Banks worldwide were affected by the increase in regulations, leading to a transformation of the banking industry. Instead of focusing on innovation banks spend large amounts on compliance, reporting and supervisory issues. In 2014 Deutsche Bank, Germans leading bank, spend an additional €1.3 billion on new regulatory requirements. Therefore, the degree of regulations in the future will decide whether banks can transform their business successfully, being able to add value to customers and compete with new competitors. This essay deals with the transformation process of the German banking industry to 2030. The essay is divided into four main sections. First it will give an overview of the German banking industry. Then it will outline the major trends and driving forces of the transformation process, followed by the critical uncertainties. The fourth part describes four different scenarios of the German banking industry in 2030 according to the two major critical uncertainties that are the degree of regulations and the type of operating model. In my opinion, a high degree of regulations in combination with a universal operating model is most likely to happen. Therefore, this scenario will be described in more depth. In the end, some conclusions will be derived from the previous scenario analysis on how to survive the transformation process.

This second edition for Cambridge O Level Commerce syllabus (7100) is thoroughly updated for first examination from 2018. Written by an experienced author in an engaging and accessible style this Coursebook provides comprehensive coverage of the syllabus and contains lots of activities and practice questions to help students apply commercial theory, with up-to-date, real-life examples.

Seminar paper from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B (67%), University of Sunderland, course: Marketing (Master), language: English, abstract: The world today is changing faster than ever. 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 and Short, 1990; Aijo, 1996). This paper defines the external environment the private healthcare sector is facing in the USA, the world largest economy, and China, one of the biggest emerging markets and third largest trading nation in the world (bpb, 2005). According to Farnham (1999) the PEST-Analysis and Porter's (1980) five forces model provide a useful start for analysing the external environment. Building up on the information gathered it will be discussed what key challenges the private healthcare sector is facing, the significance of these challenges and how they might be overcome. Finally, it will be examined whether strategies of localisation or standardisation should be chosen in the USA and China, respectively.

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