



# EXPERTISE IN PRODUCT LIFE CYCLE

## 01 Our Expertise in Supplier Strategy

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### INITIAL SITUATION

- ▶ Economic crisis, enormous cost pressure
- ▶ Financial problems / Danger of insolvency for suppliers
- ▶ Supply bottleneck due to insolvencies
- ▶ Continuous wave of consolidation in the automobile industry; Suppliers: of about 5000 at present, only 3000 will still be around in 2015
- ▶ Automobile suppliers (in particular Tier 1 - Tier 3) are increasingly coming under pressure to re-organise their global supplier structure and reduce costs
- ▶ Focussing on the core business is necessary
- ▶ Demand for OEM local presence in global OEM production locations. (Emerging Markets)
- ▶ Increase of sourcing in low cost countries

### STRATEGIC MEASURES

- ▶ Benchmark analyses („best in class“) to develop company strategies
- ▶ Future markets, growth strategies (Creation of a growth plan)
- ▶ Production location strategy (Locations Production / F+E; Production and Development, JV (Joint Venture), Suppliers)
- ▶ Strategic product portfolio
- ▶ Selection and development of strategic partners (suppliers)
- ▶ Risk management of suppliers
- ▶ Fusion/JV: support in company evaluation and negotiations
- ▶ Post Merger Integration: Cultural, organisational, practice- and achievement-oriented integration