



Ländermarktanalyse Norwegen - Grundlagen zur Vorbereitung einer Markteintrittsstrategie (German Edition)

Timo Voß

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Bachelorarbeit aus dem Jahr 2008 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,7, Fachhochschule Kiel, Veranstaltung: Bachelor Thesis, 78 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Diese Bachelor Thesis soll anhand einer Ländermarktanalyse einen Überblick über die Rahmenbedingungen des norwegischen Marktes sowie über die Potentiale der norwegischen Wirtschaft geben. Dabei wird in den einzelnen Kapiteln sowohl auf die geographischen, demographischen, soziokulturellen, politischen und auf die wirtschaftlichen Faktoren eingegangen. Des Weiteren werden Empfehlungen für das Verhalten gegenüber norwegischen Geschäftspartnern gegeben. Abschließend wird eine Bewertung des Marktes anhand seiner Chancen und Risiken vorgenommen.

2. Was ist eine Ländermarktanalyse?

Eine Marktanalyse ist die Feststellung der Struktur eines Auslandsmarktes zu einem bestimmten Zeitpunkt. Sie stellt eine einmalige Zustandsuntersuchung für die Attraktivität von Auslandsmärkten dar.

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