

COMPETITOR MARKET RESEARCH STUDY FOR BOSCH THAILAND

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M.M. (GENERAL MANAGEMENT)

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ABSTRACT

Bosch is the biggest automotive supplier in the world. However, the market is fast-paced and very competitive. Thus, during my 5-month internship at Bosch Thailand my manager assigned me a special task. She asked me to perform a competitor market analysis researching Bosch main competitors with a focus on current COEM and JOEM customers.

Firstly, to better understand the automotive supplier industry in Thailand and Bosch's position in it, two market analysis frameworks needed to be applied, namely SWOT and Porter's Five Forces. Secondly, a general overview of Bosch competitors was given including their vision and mission statement, manufacturing footprint and product portfolio. Thirdly, a comparison with Bosch was done to finally draw recommendations for Bosch Thailand on how to sustain competitiveness in the future.

KEY WORDS: Automotive Supplier Industry/ Thai Market Analysis/ Competitor Research Study/ Competitiveness and Rivalry/ Wiper and Thermal System

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