



Variantenmanagement: Das Controlling steht vor neuen Herausforderungen insbesondere in der Automobilbranche (German Edition)

M. Westphal

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Die Leistungen der Einkaufsabteilung ist im Automobilbau sicher führend. Gerade in der Automobilbranche setzt sich ein Trend zu wachsender Differenzierung mittels Fahrzeugvarianten durch. Dadurch entstehen für den Einkauf und das Controlling neue Probleme, dass Ziel der Kostenoptimierung zu realisieren. Neue organisatorische Ausrichtung dieser Abteilungen und Maßnahmen wie Plattformstrategien kommen jetzt verstärkt zum Einsatz.

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