



## BMW Value Chain Analysis

By Marion Maguire

GRIN Verlag Gmbh Dez 2013, 2013. Taschenbuch. Book  
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 Print on Demand Neuware - Scholarly Research Paper from the  
 year 2004 in the subject Business economics - General, grade: A-  
 Hawai'i Pacific University, course: MBA IT class, 11 entries in the  
 bibliography, language: English, abstract: This paper will  
 analyze how the German car manufacturer BMW derives value  
 from information systems as well as identify the value chain  
 activities that are affected by the identified information systems.  
 Following analysis will be limited to the information systems that  
 provide the greatest value to BMW in form of gaining or  
 maintaining a competitive advantage. BMW, which stands for  
 Bayerische Motoren Werke, is a luxury car manufacturer. The  
 headquarters of the BMW group is in Munich, Germany, but the  
 company is present all over the world (BMW Group, 2004). The  
 company built high brand equity over the years through  
 continuous branding efforts and high quality products  
 (Interbrand, 2001). BMW is arguably the most admired carmaker  
 in the world and BMW products inspire near-fanatical loyalty  
 (Kiley, 2004). Michael E. Porter developed the value chain  
 concept in 1985. Porter's value chain provides a systematic  
 means...



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