



## Market Entry Proposal for Automotive Companies

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By Kathy Morgan

GRIN Verlag GmbH. Paperback. Book Condition: New. Paperback. 16 pages. Dimensions: 10.0in. x 7.0in. x 0.0in. Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, Western Illinois University, language: English, abstract: Since the time of the bankruptcy and the government bailout Chrysler group LLC has made a lot of strides in the revitalization of the main brand and product line. This meant a reorganization of its financial operations, which includes reinvesting into the brand name and the operations to the tune of 23 billion dollars. However, this is not the only thing that the company has done. In the year, 2009, the company entered into an agreement with automaker Giant Fiat as its bankruptcy protection. Fiat had been looking at the situation for some time and some analysts state that it was actually waiting in the wings to take over in case of such a bankruptcy occurred. I would suggest that the companies use the appeal of Chrysler as much as possible and various technical attributes of Fiat in order to exploit their presence within France. This item ships from multiple locations. Your book may arrive from Roseburg,OR,...



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