

BMW: Entering the Automobile Market in Brazil



Seminar paper from the year 2012 in the subject Business economics - Business Management, Corporate Governance, grade: 1, Coventry University (Business School), language: English, abstract: The ongoing globalisation and the interrelated trade of goods and services are an integral part of today's business. In particular, the automobile industry plays an important role within the global environment, because of their strong linkages within the global economy. The increased international commitment of car manufacturers is driven by, on the one hand issues of limited opportunities in their respective home markets and, on the other hand, superior opportunities in emerging markets such as China or India. Therefore, motives for entering new markets can be either proactive, for example, expand market share, lower costs or the availability of resources or they can be reactive, for example, to remain competitive. For instance, German car manufacturers are faced by a highly competitive home market, not only within the mass market, but in the premium market as well. BMW, for instance, has been proactive by taking the opportunity to enter new markets such as China where it has produced cars since 2003. Furthermore, BMW assembles its cars with a reassembly production process in India, Thailand, Malaysia and Indonesia. However, these are just a few emerging economies where the company seeks its opportunities. Emerging economies such as Brazil offer auspicious potential for foreign investors as well. Brazil is the eighth largest economy by Gross Domestic Product (GDP), the fifth by population and the fourth largest car market in the world. While other companies just consider investments in emerging markets, BMW already benefits by exporting its cars to Brazil. Nevertheless, to take full advantage of the market the company contemplates entering Brazil's car market by foreign

direct investment. Consequently, BMW has to investigate the Brazilian market very thoughtfully. The aim o

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