Project Study with Rheinmetall Automotive (SS 2022)

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Key Facts Rheinmetall 2019

1 RHEINMETALL

143 COUNTRIES OF CUSTOMER

129 LOCATIONS WORLDWIDE

6.3 REVENUE BN EUR

25,767 EMPLOYEES
Rheinmetall Automotive AG

Rheinmetall Automotive AG is the parent company of Rheinmetall’s Automotive sector. As a global first-tier supplier to the automotive industry, Rheinmetall Automotive thanks to its vast capabilities commands foremost positions in the product and component segments air supply, emission control and pumps as well as in the development, manufacture and aftermarket supply of pistons, engine blocks, and plain bearings.

Product engineering and development are conducted in close liaison with the leading car assemblers. Low emissions, reduced fuel consumption, upgraded performance, reliability, quality, and safety - these are forces that drive innovation at Rheinmetall Automotive.

In line with its strategic focus, the Group has three premium brands: Kolbenschmidt, Pierburg und Motorservice and employs a workforce of around 11,500 employees at its production locations in Europe, North and South America, Japan, India plus China.

Source: https://www.rheinmetall-automotive.com/en/company/rheinmetall-automotive-ag/ (accessed 30.03.21)
Project Study 2

Thermal Management – Charging Stations

**Question:**
What is the market potential for e-mobility and fast charging stations in Asia and Europe and how should Rheinmetall enter the market?

**Questions to be answered:**
- How high is the market potential for electric vehicles and charging stations in Asian and European countries?
- How is the market structured in the charging station sector (by performance/by application)?
- Who are the competitors and what does the value chain look like?
- What are the market entry strategies and what is the recommendation to Rheinmetall?

**Task/Outcomes:**
- Conduct an industry structure analysis, a value chain analysis and develop a market entry strategy for Rheinmetall Automotive for the regions Europe and Asia
Project Study with Rheinmetall Automotive

Work on a **highly relevant and strategic project with impact**

Project study in the **field of strategic development**: Your main task is to develop a **market entry strategy** for **Rheinmetall Automotive**

You will be directly supervised by Corporate Strategy & Development Managers of **Rheinmetall Automotive**

Get to know the **Rheinmetall Automotive** and **position yourself for the future**
Application Process

If you are interested in participating in the project study, please send the following application documents per Email to Mr. Daniel Ebsen:

1. Letter of Motivation
2. CV
3. Transcript of Records

Project Start: Beginning of May 2022
Application Deadline: April 29th, 2022

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