Project Study with Druckhaus Kaufmann (SS 2022)

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Druckhaus Kaufmann

Druckhaus Kaufmann is a family business in the printing industry. It was founded in 1816 in Lahr, Germany. In a few years, the seventh generation will lead the firm. The company has established themselves over many years and serves over 350 companies in over 30 sectors and various countries.

Projects starting from project management over to shipping can be conducted. The processes include prepress, sheet-fed and web offset print, post-processing, and shipping. Druckhaus Kaufmann combines all steps in one location.

The unique selling point of Druckhaus Kaufmann is their extensive experience and close contact with their customers. Products are customized ranging from newspapers to brochures and catalogues.
Project Study 1

Second Business Area

The printing company has to face many challenges starting from a shortage of paper, high energy costs, and reducing demand. To continue the family business of over 200 years of tradition, the company is thinking about establishing a second business area. It is crucial to gain a competitive advantage. The goal of this project study is to define new opportunities for a second business area.

Task/Outcomes:
Analyze the market, potential locations, and competitors to develop a second business area. Elaborate a strategy on how to establish the suggested second business area at Druckhaus Kaufmann. This strategy should be executed within the next five years. Keep in mind that the suggestion must be realistic and can be implemented within the given time period and resources at the company.
Project Study 2

Consolidation of the Printing Industry

Due to the many challenges that the industry and Druckhaus Kaufmann, in specific, have to conquer, many printing companies either close, printing firms are getting bought, or businesses are partnering trying to survive. The goal of this project study is to understand whether Druckhaus Kaufmann shall cooperate with other firms and if so, what kind of cooperation it shall be.

Task/Outcomes:
Understand the challenges Druckhaus Kaufmann has to overcome. Formulate what different cooperations exist and compile which ones are mainly present in the printing industry (industry analysis). Elaborate on whether and what kind of business partnering or acquisition is profitable for Druckhaus Kaufmann. Designate specific businesses and business partners that could cooperate with Druckhaus Kaufmann according to your results.
Project Study with Druckhaus Kaufmann

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 future strategy for Druckhaus Kaufmann

You will be directly supervised by the Executive Manager and Family Entrepreneur of Druckhaus Kaufmann and academically supervised by Luise Kaufmann

Get to know the Druckhaus Kaufmann 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 **Ms. Luise Kaufmann**:

1. Letter of Motivation
2. CV
3. Transcript of Records
4. Indicate Project Study of Interest

**Project Start:** Beginning of May 2022

**Application Deadline:** April 29th, 2022

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