

MASTER THESIS

Strategy Analysis emphasising Logistics operations
Focus: THIEL Logistics AG and D. Logistics AG

Both companies belong to new economy IPOs.

The thesis should address a comparison of core competence, product and service development of both companies based on available documents and data.

As a conclusion a roadmap to develop logistics operations in emerging markets should come first followed by a set of pitfalls to avoid.

Preconditions:

Ability to work as an analyst based on IPO and annual reports, sound logistics understanding, good command of economic issues.

Prof. Dr.-Ing. Nicolas P. Sokianos
