

COMPANY OVERVIEW

SCHUNK'S

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INTRODUCTION

-Hörsteg Position turned into a profession by products
 -Headquartered in Ludlow, South West Germany
 -1980s - Walter Schunk joined the company which had just
 eight employees in 1980
 -Hörsteg's vision and sound strategic leadership
 -Bauhinia Industry of Germany
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**Unilever Ice Cream Europe (A1): Starting
Conditions (Transcript)**

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Future????

Schunk's Europeanization timetable

Year	Country	Event
1980	Germany	8 employees
1981	Germany	15 employees
1982	Germany	25 employees
1983	Germany	40 employees
1984	Germany	60 employees
1985	Germany	80 employees
1986	Germany	100 employees
1987	Germany	120 employees
1988	Germany	150 employees
1989	Germany	180 employees
1990	Germany	200 employees
1991	Germany	220 employees
1992	Germany	240 employees
1993	Germany	260 employees
1994	Germany	280 employees
1995	Germany	300 employees
1996	Germany	320 employees
1997	Germany	340 employees
1998	Germany	360 employees
1999	Germany	380 employees
2000	Germany	400 employees
2001	Germany	420 employees
2002	Germany	440 employees
2003	Germany	460 employees
2004	Germany	480 employees
2005	Germany	500 employees
2006	Germany	520 employees
2007	Germany	540 employees
2008	Germany	560 employees
2009	Germany	580 employees
2010	Germany	600 employees
2011	Germany	620 employees
2012	Germany	640 employees
2013	Germany	660 employees
2014	Germany	680 employees
2015	Germany	700 employees
2016	Germany	720 employees
2017	Germany	740 employees
2018	Germany	760 employees
2019	Germany	780 employees
2020	Germany	800 employees
2021	Germany	820 employees
2022	Germany	840 employees
2023	Germany	860 employees
2024	Germany	880 employees
2025	Germany	900 employees
2026	Germany	920 employees
2027	Germany	940 employees
2028	Germany	960 employees
2029	Germany	980 employees
2030	Germany	1000 employees

Finland

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What's the case study on about???

Introduction

Background

Which way of entry?

Conclusion

References





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COMPANY OVERVIEW



FOUNDED IN 1945

CEO – HEINZ DIETER SCHUNK

EMPLOYEES- 1800 (1700 in 2008 as per case study)

SALES – 400 MILLION EUROS in 2012 (200 MILLION EUROS in 2008 as per case study)

PRODUCTS - INDUSTRIAL HANDLING, AUTOMATION AND INDUSTRIAL SERVICES

OPERATIONS – 50 NATIONS AND OWNS 22 OFFICES WORLDWIDE

69 YEARS IN EUROPE AND 34 YEARS INTERNATIONALLY

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- **Garage Passion turned into a profession by Friedrich Schunk.**
- **Headquartered in Lauffen , South West Germany.**
- **Heinz – Dieter Schunk joined the company which had just eight employees in 1964.**
- **Heinz Dieter's vision and award winning leadership.**
- **Backbone industry of Germany.**

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- **The European integration effects on Schunk.**
- **An analysis of its Europeanization.**
- **Europeanization opportunities and strengths.**
- **Critical success factors of its operations in Europe**

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- **Effects of Europeanization on Schunk's localization and Internationalization.**
- **Benefits of Single European market on Schunk.**
- **An audit of the potentiality of Single European market for Schunk.**
- **A recommendation to Schunk on the primary EU lobby target.**
- **Advising Schunk on a country to choose and a mode of entry for future Europeanization.**

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POSITIVES

- Evolution of Single European market.
- Low political and economic risk and reduced uncertainty.
- Low cost of international procedures.
- Encouragement in R&D activities.
- FDI provided Schunk with a great pool of partnership ,employment modification, infrastructure and knowledge.

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Intellectual property rights still could not be obtained for the whole Europe without painful cost in each country.

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- **Single market allows people and business to move and trade freely across E.U borders (EC 2012).**
- **The cornerstones of the single market are often said to be the “four freedoms” – the free movement of Goods, People Services and Capital (EC 2014).**

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