

**Introducing IFA ROTORION Drive Shaft to the Chinese Market: Analysis and Recommendation**

**400€**

**Projekttitlel**



**Firma**  
**IFA ROTORION**

**Hochschule**  
**Otto von Guericke Universität**  
**Magdeburg**

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Ort, Datum, Unterschrift

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Ort, Datum, Unterschrift

**Kurzbeschreibung des Projektes**

**This thesis will focus on how IFA ROTORION, a medium-sized German drive shaft manufacturer, win new customers in the Chinese market. Through internal and external analyses to know the detailed information of automotive and drive shaft industries, the potential buyers and competitors, then give recommendations to IFA ROTORION about how to win new customers in China.**