



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Elena Patricia Baicu :
1920718

Digital Skills and Research Methods . Introduction of BMW Group.

Overview:

- Introduction and background information
- Challenges before introduction of modern technology
- Insights of the modern technology
- Impact of the technology introduced
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INTRODUCTION AND BACKGROUND INFORMATION



BMW Group

BMW Group



Rolls-Royce
Motor Cars Limited

Bayerische Motoren Werke , commonly referred as BMW , with its 3 brands: Mini , BMW and Rolls Royce is the global`s leading premium producer of motorcycles and automobiles (BMWGroup, 2020).

How it started...



The companies`s roots can be traced back to Gustavo Otto and Karl Rapp , who founded the business in March, 1916 in Bavaria , Germany (BMWGroup , 2020).

From Bavaria to the world...



Being a global company , BMWGroup operates 30 production locations in 14 countries (Henry, 2015). In addition, according to BMWGroup,2020 „has a global sales network in more than 140 countries” with a workforce of 133,775 employees as per July 2020.

Challenges before introduction of modern technology



Limited Sales Market

Limited market was one of the challenges BMW Group has encounter in the past as the workforce within the company was represented by mechanical engineers, an ocassional business person and the marketing department (Greco,2016).



Production line and workforce

As in the past the machineries that are used nowadays for buiding cars were inexistent , all th cars produced by BMW group were built manually, therefore the number of products were significantly reduced. Moreover , during the wave of early retiremets between 1980-1990 , the company went through a difficut situation as the Group`s workforce was made mostly of elderly people.

Insights of the modern technology introduced



BMW Group has been able to introduce the human-robot cooperation system effectively in worldwide production facilities (press.bmwgroup, 2013).

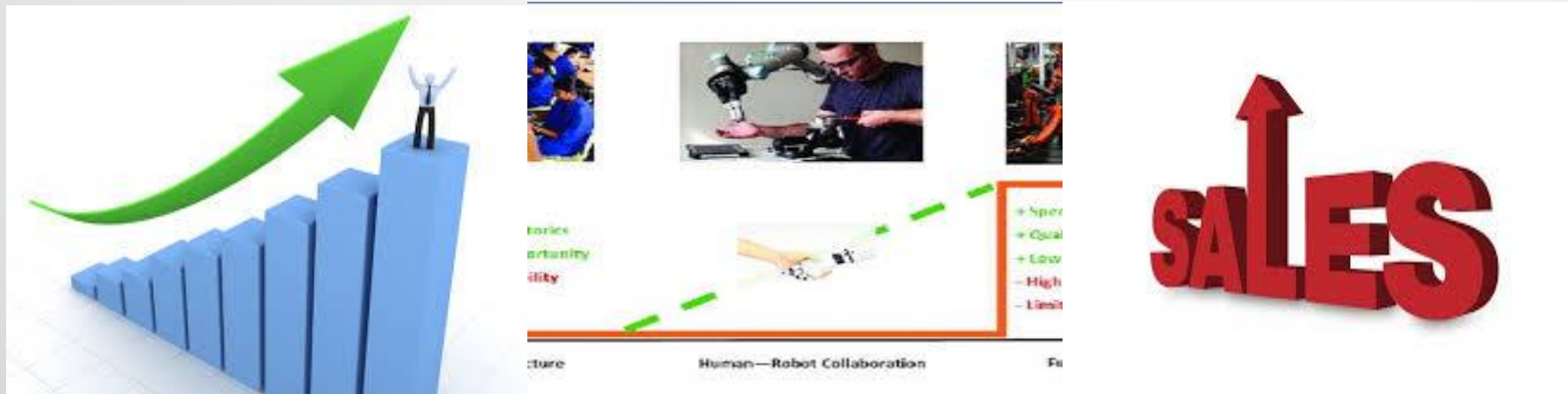


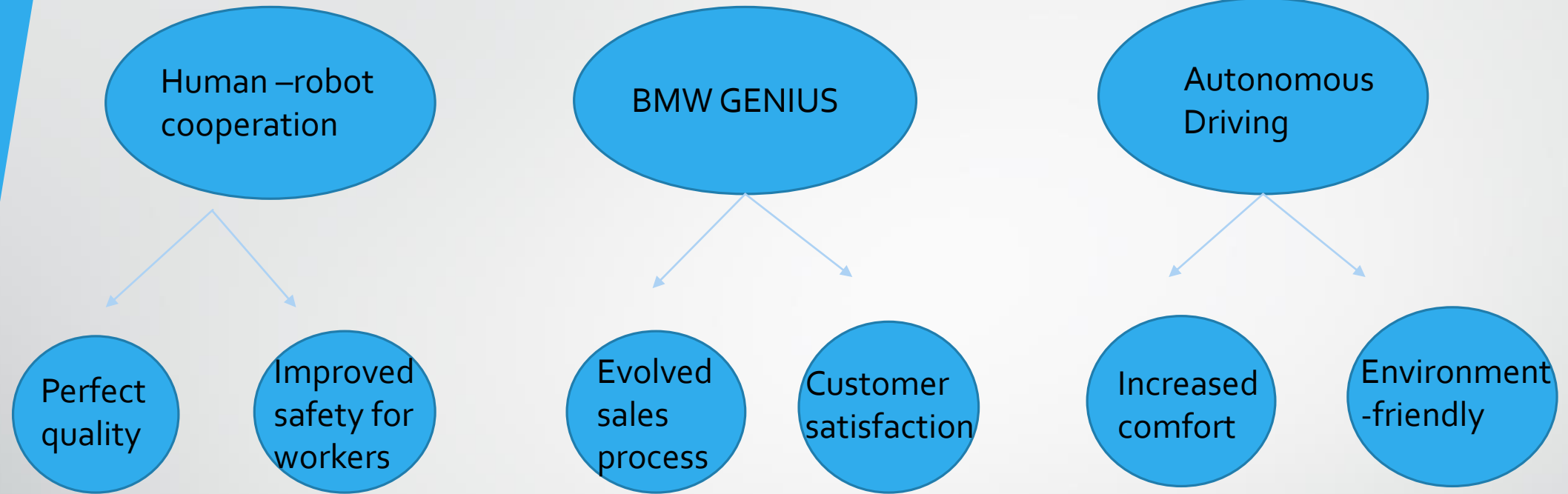
„BMW Genius“ programme is designed to help customers understand the new technologies BMW is using and choose the right product (press.bmwgroup, 2013).



BMW Group offers a wide range of opportunities in regards to the safety, efficiency and comfort of the customers (bmwgroup, 2020).

Impact of the technology introduced.





Lesson learnt

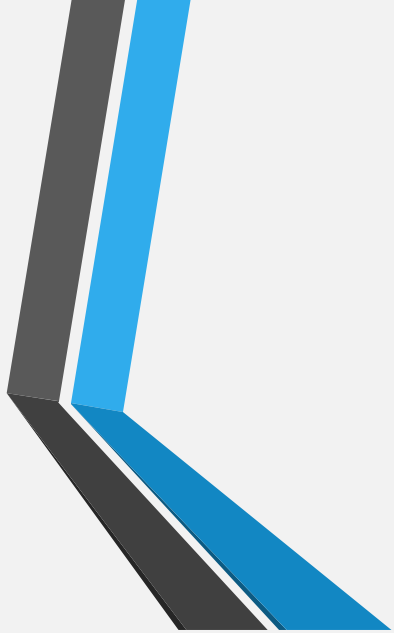
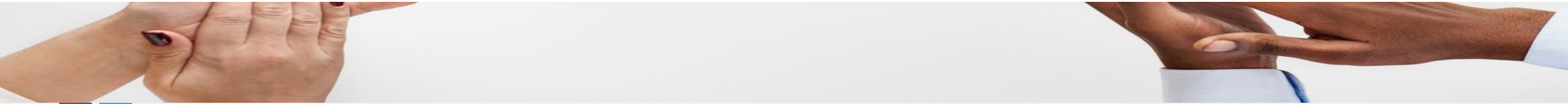
"Technology is a word that describes something that doesn't work yet." - Douglas Adams, 2012

Referring to the case study presented above , it is clearly shown that adapting to the modern technology is the only manner in which a business is able to grow and withstand nowadays market.





**THANK YOU FOR LISTENING !
DO YOU HAVE ANY QUESTIONS ?**



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