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Introduction

The objective of the report is to have an understanding of Bosch in terms of the sector it belongs to, the size of the organisation, the structure, the goal and objectives that need to be fulfilled, the mission of the organisation and the core values that everyone associated is supposed to uphold at all times. For preparing the report, the customer profile of the organisation would be reviewed along with what customers expect from the company. The

role and the support of the employees would be reviewed too. The report will have a PESTLE analysis of the organisation for a better understating of its position in the market.

Sector

Bosch was founded in Germany in the year 1886 by an inventor named Robert August Bosch, who was an industrialist as well as an engineer. Thus, the company belongs to the engineering sector and happens to be among the largest in the world (Global 2019). It is a very large organisation and is no less than a government setup. Bosch provides both products as well as services.

The notable products comprise of the magneto based spark plug for the ignition systems of automobiles. Among the services, the company extends innovative solutions related to mobility.

Size

Being a leading global provider of a range of technologies and services, Bosch has employed almost 410,000 people in its various setups situated in different corners of the world. Currently, the Board of Management comprises of 11 experts while it's Supervisory Board comprises of almost 20 individuals (Global 2019). Likewise, the team of limited and general partners consist of 10 members.

Structure

The organisation structure of Bosch is broadly categorised into three major sectors at the top. These are – Business sector for Consumer Products and Technology Development, business sector for industrial technology and the business sector for automotive technology. The next sector consists of the Thermo-technology division. Altogether, the organisation consists of 17 business sectors (Global 2019). Next comes the regional setups consisting of 6 business units and six sales regions.

Goal

The strategic goal of Bosch is to create a strategic objective for the whole group. The objective comprises of solutions that are beneficial for a connected life (Global 2019). The other goals of the organisation include improving the quality of life of people world-wide by offering products and services that are not only innovative infuse spark in life.

Mission

The main mission of Bosch is to come up with products that can spark enthusiasm in the lives of people around the world. The focus is to improve the quality of life and at the same time, contribute as much as possible for the conservation of resources. The mission statement of the organisation summarises the values, strengths as well as strategic orientations (Global 2019).

Values

The values of Bosch focus on results and what the company can provide to the future. It also consists of responsibility, along with sustainability. The people are required to be determined and be open to ideas. Trust is above all and the stress is on credibility, legality and reliability. The organisation also believes in unity in diversity (Global 2019).

Customer profile

The demography of the customer profile is a mixed one. The same holds true for the segmentation of the geography and the psycho-graphy (Global 2019). The overall customer profile of Bosch comprises of automobile sector clients, various companies from a diverse range of industries, both the upper class and the middle class groups apart from executives and professional.

Customer expectations

Since it is the digital age, therefore the channels and the means of communications have changed a lot. This has affected the expectations of the customers of Bosch too. They now want to have products that are individualised and it does not matter whether it is a sneaker, electric drill or kitchen appliances (Global 2019). Customers also expect cost reduction in the products and services.

PESTLE Analysis

A PESTLE analysis will help determine the macro environment or the external marketing environment of Bosch. The results of the PESTEL analysis can be further utilised for an in-depth SWOT Analysis. The analysis would consist of the following:

**Political:**

Before making any fresh investment, Bosch should consider the history of the political stability of that particular nation. The integrity of the politicians and the extent to which they might co-operate or not should be taken into consideration. The appointments, as well as the resignations of high level government employees, should also be considered (Rastogi and Trivedi 2016). The law of the land and the intellectual property rights would affect Bosch too. The level of taxation and the wage policy should be seriously considered.

Economic:

The organisation should consider the economic system presently in place concerning the sector it might be focusing on before any investment. The rate of GDP would also be an important factor since it would give Bosch an idea about the present growth rate as well as the future growth rate (Vallati and Grassi 2019). The condition of the financial market, the trend in the exchange rate, developments in international trade and the stability of the currency would be the other factors that Bosch will have to consider. The unemployment level would also be an important factor.

Social:

The culture, attitude, beliefs and the values followed by the majority of the population from where Bosch operates would be crucial. The impact of the social factors would be important for Bosch for conducting its operations as well as marketing (Victor 2017). Understanding the consumer would be important so that specific information can be utilised while designing the products and the services in order to become successful.

Technological:

Bosch will have to be aware of the latest technological developments that have happened in the sectors it operates, especially the achievements made by the competitors. It would be important to track the progress of any new technology that might have been introduced in the market to understand what the future holds and to understand its level of popularity. This would determine how urgent it might be to respond to either in order to match that technology or find a better solution to it (Aithal 2017). The impact of technology on the cost would be important to figure out how profitable the new approach would be. Also, how easy is the technology to copy would be crucial for future planning.

Environmental:

The weather conditions of a particular place would be an important factor for Bosch to determine how smooth the transportation systems and the other aspects of operations will be. The change of climate would also determine what sort of products would be the right pick and how would be the flow of those. The penalties or fines related to pollution would be important to ensure that legal complications are avoided. If not, it would further add to the financial strain on the organization (Aithal 2017). The aspect of renewable energy also needs to be thorough renewed so that the general advantages, as well as the incentives offered by the government, is well understood.

Legal:

The major legal aspects that Bosch needs to be aware of would be the intellectual property laws, discrimination laws, health and safety laws as well as other laws related to the operation of the organization (Aithal 2017). This would ensure that Bosch is well aware of its social and ethical responsibilities.

Role of employees

The major role of the employees of Bosch is to ensure that they follow the distinct corporate culture that has been followed over the years right from the initial days. The employees

uphold the core values of the organisation so that innovative technological solutions can be developed for the world (Kolk, Vock and van Dolen 2016). The employees also conduct affair deal with both the clients as well as among themselves. Bosch people are committed to diversity enrichment.

Support of employees

The support of the Bosch employees has always been in terms of the ideology formed by the founder of this organisation. Each employee of Bosch is committed toward humanity and the organisation. They understand that human dignity has to be respected in every dealing (Gelens et al. 2015). Just like the founder, the employees too are always active even during their free time.

Conclusion

In 2018, the performance of Bosch was quite impressive. Among the various sectors that the organisation handles, the business concerning mobility solutions performed better than the rest. The sales revenue increases to 77.9 billion euros and the operating margin stood at 6.9 per cent. As part of its technological expansion, Bosch is planning to hire almost 4000 AI experts by 2021. Despite weak markets in certain regions, the organisation has been doing quite well. The only improvement needed would be in terms of its employee motivation approach and policy.

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