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the world around us is changing and at the bmw group we see it as our responsibility to help shape that change two major megatrends influencing the transformation of the automotive industry are of course digitalisation and sustainability rolls royce is solely ultra luxury mini is premium and bmw products range from premium to ultra luxury the company has a unified vision but each brand will adapt to the company s vision at a different cadence let s see how bmw s corporate strategy tackles the company s transformation this study reveals the bmi of bmw s digital services and its key motivators and drivers bmw mostly innovates in three key dimensions of the business model these are value creation value delivery and value capture most of the elements in these dimensions are innovated we will be investing a triple digit million euro amount annually up to 2025 in the digitalisation of our sales and marketing building on the momentum from 2020 and reorganising the division across all markets and all disciplines why are we here how can we re imagine today how can we move mountains as the bmw group gears up for a shift towards a circular economy these questions become increasingly important to consider read on as we explain our future vision and how we plan to get there the bmw group has long considered it both its obligation and its mission to take a pioneering role within the automotive industry the logical consequence starting with this report is to inform stakeholders about the bmw group s business performance in a single integrated report the objective the business model archetypes include many business personalities and more than one business model linked to various goods or services there is a common foundation behind the scenes of each unit but from a management standpoint each group may operate independently bmw mostly innovates in three key dimensions of the business model these are value creation value delivery and value capture most of the elements in these dimensions are innovated there are two essential elements to our success in 2022 a strong and passionate team effort by our entire workforce worldwide and compelling products that provide us with the right response to a persistently challenging environment said oliver zipse chairman of the board of management of bmw ag on thursday in munich the business plan has shown that bmw can broaden the spectrum of its services to become a leading provider of customizable luxury vehicles in the industry at the same time with sustaining close relationships with its clients business proposal plan digital aftersales upgrades will drive highly profitable optional equipment business performance marketing for personalised targeted customer approach customers to receive individual tailored offerings with all products and services from single source retail partners play crucial role at point of sale and in providing service munich 8 z4 i4 i5 i7 ix xm bmw m experience an innovative approach to the company car the bmw corporate sales program offers incredible incentives on bmw coupes sedans and sports activity vehicles munich bmw group sales continued their positive trend in june worldwide deliveries were up 0 7 on the same month last year with a total of 240 674 premium bmw mini and rolls royce vehicles sold by the end of 2025 the company expects to have delivered about 2 million full electric vehicles to customers rising to 10 million by 2030 for at least half of global deliveries bmw a business plan outlines your business s financial goals and explains how you ll achieve them over the next three to five years here s a step by step guide to writing a business plan that welcome bmw group plants with its four brands bmw mini rolls royce and bmw motorrad the bmw group is the world s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services a business plan is a document that contains the operational and financial plan of a business and details how its objectives will be achieved it serves as a road map for the business and can be used when pitching investors or financial institutions for debt or equity financing we focus on the distribution of bmw business plan that are either in the public domain licensed for free distribution or provided by authors and publishers with the right to share their work we actively oppose the distribution of copyrighted material without proper authorization

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