

The Takeover Dispute Between Schaeffler Group and Continental AG (Case Study)



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Reviews

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(Dr. Albertha Hoppe)

THE TAKEOVER DISPUTE BETWEEN SCHAEFFLER GROUP AND CONTINENTAL AG (CASE STUDY)

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Grin Verlag. Paperback. Condition: New. 68 pages. Dimensions: 8.3in. x 5.8in. x 0.2in. Bachelor Thesis from the year 2010 in the subject Business economics - Business Management, Corporate Governance, grade: 1, 0, Vienna University of Economics and Business (Institute for International Marketing Management), language: English, comment: The case study is divided in two main parts with separate stand alone table of contents. The first chapter is the case text which informs about the takeover from Continental AG by the Schaeffler Group. Towards the last pages of this bachelor thesis the teaching notes for the story is situated. Those notes explain how the case text can be used in undergraduate university classes. , abstract: Case Summary The German based Schaeffler Group is privately owned by Maria Elisabeth Schaeffler and her Son Georg Schaeffler. In 2007 the company was the worlds second-largest manufacturer of ball bearings. In order to become the world leader in the automotive components industry, on 15 July 2008, Schaeffler launched a bid to acquire publicly-held Continental AG, the worlds six-largest automotive components supplier. After fiercely opposing the bid, Continental ultimately accepted Schaefflers offer, but compelled Schaeffler to sign an investment agreement which was largely in its favor. Schaefflers bid was a bold move, considering the fact that it was nearly three times smaller than Continental. Also, financing the acquisition and taking over Continentals businesses during times of severe global financial and economic crises was a big challenge. Key Issues The students task is to analyze the case from the point of view of Schaefflers Owner Maria Elisabeth and Georg Schaeffler on January 6, 2010, after Continentals share issue of 31 million new stocks. The reader will learn why it is useful for companies to buy others and with which strategy Schaeffler used for its takeover. Furthermore an analysis of...



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