



# **Analysis of Environmental Strategy and Marketing**

*Tomislav Dalic*

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Research Paper from the year 2002 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: very good, University of Jyväskylä (Faculty of Business Studies), course: Corporate Environmental Strategy and Marketing, 4 entries in the bibliography, language: English, abstract: DaimlerChrysler is one of the world's leading automotive, transportation and services companies.

Its passenger car brands include Maybach, Mercedes-Benz, Chrysler, Jeep, Dodge and smart.

Commercial vehicles are produced under the Mercedes-Benz, Freightliner, Sterling, Western Star, Setra, Thomas Built Buses, Orion and American LaFrance brands.

372,500 employees work for DaimlerChrysler worldwide. Revenues were EUR 152.9 billion (\$136.1 billion) in 2001. DaimlerChrysler today has a global workforce in 37 countries, a global shareholder base mainly consisting out of institutional shareholders, global brand awareness and a global outlook. It sold 3,985,600 units of passenger cars and

492,900 units of commercial vehicles in 2001. From 2002 until 2004 DaimlerChrysler will invest EUR 41 billion (\$36.5 billion) in future projects. DaimlerChrysler's strategy rests on four pillars: Global Presence, Strong Brands, Broad Product Range, and Technology Leadership.

This paper has the following structure. First, the main ecological problems of DaimlerChrysler are discussed using the eco- matrix. Then the environmental strategy on different levels of strategy is identified. The paper ends with a discussion of the environmental marketing outlook for DaimlerChrysler.



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