



Bachelor- or Masterthesis

Electric motor production in China: Development of description model of the chinese E-Drive market

Initial situation:

With almost 1.3 million newly registered electric cars in 2018, China is already the largest sales market for electric cars. The shift to electric mobility is an integral part of the "Made in China 2025" strategy. Young Chinese start-ups such as Byton, XPeng or NIO are increasingly competing with established OEMs and in some cases differ significantly in their value-added strategies from traditional car manufacturers.

The size of the Chinese sales market and the ambitious target of 5 million electric cars on Chinese roads in 2025 raise the interesting question of current and future value creation structures in electric motor production. This applies to OEMs as well as suppliers, raw material suppliers and machine manufacturers.

The first step is the identification of key players, the analysis and evaluation of their strategies in order to obtain a holistic overview on the opportunities and challenges for Chinese companies in this market.

Your task:

Your task is to describe the value creation strategies for the Chinese electric motor market. This includes the scientific-theoretical investigation of approaches to market description in general, the study of applicability to the electric motor market and a forecast of market trends in China. OEMs, suppliers, raw material suppliers as well as machine manufacturers will be considered.

Requirements:

- Studies in industrial engineering or mechanical engineering (or similar)
- High motivation and commitment
- Independent work
- Interest in the mobility sector
- Communication skills
- Fluent German or English language skills

Your benefits:

- Delimited tasks, quick introduction possible
- Expert insight into electric motor production
- Integration into research projects of RWTH Aachen University
- Publication in the course of a master thesis possible

Are you interested?

Please send a current overview of your grades as well as your curriculum vitae and certificates to the e-mail address below.

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