



Research and Markets: BMW OEM Sourcing Strategy Report

Research and Markets (<http://www.researchandmarkets.com/reports/c17962>) has announced the addition of OEM Sourcing Strategy Report BMW to their offering.

Dublin ([PRWEB](http://www.prweb.com)) May 26, 2005 -- Research and Markets (<http://www.researchandmarkets.com/reports/c17962>) has announced the addition of OEM Sourcing Strategy Report BMW to their offering.

The Supplier Business OEM sourcing policy guide provides a unique insight into vehicle manufacturer sourcing strategies, and is an essential tool for program and customer screening by suppliers.

It provides insights from other suppliers and statements from the vehicle manufacturers themselves about the focus of their current purchasing policy, and how that affects other parts of their product development and manufacturing strategy, as well as providing an independent perspective on the supplier base's experience of those policies in reality.

For car makers the supplier does not have already as a client, the studies provide an introduction into the requirements of the vehicle maker, and an idea of when the critical new model launches that they wish to win will start to source systems and components.

The reports build on research undertaken in past reports and regular news and analysis and bring it together with an OEM focus. They will be of interest to all those looking to keep up-to-date with developments in the major vehicle assemblers either as customers or prospects.

The profiles provide input into customer and program analysis and screening by supplier executives concerned with their company's strategic development.

For more information visit <http://www.researchandmarkets.com/reports/c17962>

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