

Kohmatsu/Sany case questions

1. Given all the recent changes in the Chinese market leading to the rise of companies like Sany, and the moves being made by Caterpillar in response to these changes, should Kohmatsu make any changes to its own strategy in China?
2. How did Sany succeed in China?
3. How did Putzmeister loose its dominant market position in China? What could they done differently?
4. What should be Sany's strategy with the two brands in China and globally?
5. What challenges should be anticipated in integrating the two companies? How would you overcome them?
6. Is this the future of German middle size engineering companies that have formed the backbone of a robust German economy? Is this good or bad for Germany?