

DESCRIPCIÓN BIBLIOGRAFICA DEL TFE  
 IALaren DESKRIBAPEN BIBLIOGRAFIKOA

Grado/Gradua <input checked="" type="checkbox"/>	Año	Urtea	Título del TFE	IALaren Izenburua
Master/Masterra <input type="checkbox"/>			ANÁLISIS ESTRATÉGICO DEL SECTOR DE LA BICICLETA EN HOLANDA	
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Inglés (obligatorio) Ingelesa (nahitaezkoa)	Abstract (resumen de 100-250 palabras)		Abstract (laburpena 100-250 hitzetan)	
	<p>The aim of this study is to make a strategic analysis of the Netherlands bicycle industry.</p> <p>In a world where the innovation arrives to every sector of the daily life including the transport, a country such as the Netherlands, top in new technologies, is the country of the bicycle. It comes to our minds automatically the Netherlands and a bicycle.</p> <p>For doing this work, the main macroenvironment and microenvironment factors that affect to the firms that develop their activity in the industry are going to be analyzed.</p> <p>Therefore it will be used the PESTEL analysis tool in the macroenvironment study, and the five forces model of Porter for the microenvironment.</p>			
	Materias o Palabras claves (máximo 5)		Gaiak edo hitz gakoak (gehienez 5)	
General Environment, Specific Environment, strategic analysis, Bicycles Producer Sector, the Netherlands.				

