Abstract

Automobiles can be today considered as cultural icons which indicate the level of development of a particular state. This thesis provides analysis of automotive industry in general from the point of view of globalization, linkages, value chains and macroeconomic environment. We will stress crucial challenges that face global original equipment manufacturers, depict situations on most important emerging markets and forecast development that we can expect there. In the context of these information we will develop econometric analysis which will widen current findings from microeconomic and macroeconomic perspective of a car manufacturer. ŠKODA AUTO represents the most important enterprise in the Czech Republic and at the same time is a part of the biggest automobile concern in the world. We will use internal data from the company for our research and give overall recommendations. Central questions in this study are the following: What are the forecasted needs of the customers on emerging markets? How sensitive are companies’ costs on the output? And finally, which role do the macroeconomic indicators play in delivering of automobiles to end customers?