

Chair of Accounting and Auditing

Fieldproject „Strategic business options for DECIMUS GmbH“

Partner: DECIMUS GmbH

Term: Winter 2010

DECIMUS is a 100% subsidiary of PrimaCom AG, one of the largest cable operators in Germany. DECIMUS provides managed services for cable operators. Through its proprietary cable-network it is able to serve customers with TV, internet and telephony. The scope of the project was to create a strategy which helps DECIMUS to position itself in the market and to be successful in the upcoming years. First, a vision and a mission statement were developed in close collaboration with the DECIMUS' management team. The applied strategic management process included an external analysis of the market with an identification of trends, and an internal analysis with regard to the core competencies was conducted. As a result, several strategic options were derived which required an adjustment of the organizational structure as well as the internal processes in order to create sustainable value.