

Robert Bosch GmbH

Pre-meeting research memo · Sample

Zusammenfassung

Multinational engineering and technology group headquartered in Gerlingen (Baden-Württemberg). Ultimate ownership held by Robert Bosch Stiftung. Four operating sectors: Mobility Solutions, Industrial Technology, Consumer Goods, Energy & Building Technology. €91.6B revenue FY23 with 429,000 employees globally.

Memo

Snapshot

Robert Bosch GmbH is a German-headquartered multinational engineering and technology group, founded in 1886 by Robert Bosch in Stuttgart and headquartered in Gerlingen (Baden-Württemberg) [1] [3]. The group operates through four sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy & Building Technology, with operations in ~60 countries.

Recent news (last 90 days)

Continued EV component + software growth despite cyclical automotive weakness [2]
Announced additional investment into hydrogen fuel-cell components for commercial mobility [2]
Group compliance function public with active whistleblower channel and annual public reporting

Ownership structure

94% Robert Bosch Stiftung GmbH (charitable foundation)
6% Bosch family
Voting rights held largely by Robert Bosch Industrietreuhand KG [3]

This structure insulates the group from short-term capital-markets pressure and enables sustained 8–10%-of-sales R&D investment.

Likely negotiating position

Likely: As an industrial-scale multi-sector group with high internal cost discipline, unit-price flex is limited. Multi-year framework agreements for OEM component supply unlock the most meaningful commercial terms.

Likely: Standardized procurement processes across the group — expect a formal RFI/RFP flow with credentialing, financial checks, and compliance sign-off before technical scoping begins.

Questions to ask

1. Which of the four sectors is the primary counterpart for this engagement — Mobility, Industrial, Consumer Goods, or Energy?
2. What are typical lead times for OEM component supply into the EU market in Q4/Q1?
3. Do you offer volume-tier commercial arrangements above 250k / 1M / 5M unit annual commitments?
4. What is the standard supplier-qualification process — RFI, financial audit, compliance review?
5. Can you share a reference customer in the same segment within the EU or NAFTA?

QUELLEN (4)

[1] Robert Bosch GmbH · Corporate profile

<https://www.bosch.com/company/>

[2] Bosch Group · Annual Report FY23

<https://www.bosch.com/annual-report/>

[3] German Commercial Register (Handelsregister)

<https://www.handelsregister.de>

[4] LinkedIn · Robert Bosch

<https://www.linkedin.com/company/bosch/>