



Drewing Holger, Managing Partner HERTH+BUSS

88 years with an annual turnover of 70 million euro. What is the secret of your business success?

Secret of HB's business success: market positions specialist for ELPARTS and JAKOPARTS clear vision and mission of the company – TQM orientation.

What competitive advantages do you offer over your competitors?

Competitive advantages: driven by customer satisfaction – excellence in quality and service – innovation culture all over the company.

Small to large company, the HERTH + BUSS Fahrzeugteile is an example of best practices, in a corporate scenario of strong international economic crisis, in which the automotive industry is constantly flexing, what is the Company health status?

Health status: financially independent – family owned and run – organic growth together with our longterm partners.

Is it possible turning a crisis into an opportunity? Is It a strategy adopted in HERTH + BUSS Fahrzeugteile?

Turning crises into opportunities: follow your vision and develop your strategy steadily – implement the continuous improvement process – implement project teams with special solution expertise to realize effective and sustainable results – employ your people on a long term base that expertise will develop.

What is the company future?

Company's future: internal growth and innovation leads to external growth of business.

What are your target markets?

Target markets: no special market – develop our business together with our current partners.