

## REFERENCES

Abloy, A. (2022, May 15). The story of Assa Abloy: Assa Abloy. ASSA ABLOY Group - global leader in access solutions. <https://www.assaabloy.com/group/en/about-us/history>

Average Salary in Germany. (2023). Retrieved on October 12, 2023, Wearedevelopers.com. <https://www.wearedevelopers.com/magazine/germany-average-salary>

Bever. (2020, November 20). Öffnen – schließen – sichern. <https://www.bever-klophaus.de/>

Buttle, R. (2021, January 12). *Five essential elements of a marketing plan for a small business*. Forbes. <https://www.forbes.com/sites/rhettbuttle/2021/01/12/five-essential-elements-of-a-marketing-plan-for-a-small-businesses/>

CFO selections. (2023, November 14). *Financial considerations when moving from B2B to B2C*. cfo. <https://www.cfoselections.com/perspective/financial-considerations-when-moving-from-b2b-to-b2c> Department of Agricultural Economics

Chaudhary, T. (2021, February 16). Mechanical locks market size, share, trend, and sales analysis by 2030. Mechanical Locks Market Size, Share, Trend, and Sales Analysis By 2030. Retrieved on 23 November, 2023, <https://www.marketresearchfuture.com/reports/mechanical-locks-market-1886>

Commision, E. (2023, November 29). Economic Forecast for Germany. Economy and Finance. [https://economy-finance.ec.europa.eu/economic-surveillance-eu-economies/germany/economic-forecast-germany\\_en](https://economy-finance.ec.europa.eu/economic-surveillance-eu-economies/germany/economic-forecast-germany_en)

Day, G. S., & Montgomery, D. B. (1999). Charting New Directions for Marketing. *Journal of Marketing*.

De. (2024, January 4). The economy in Germany. deutschland.de. <https://www.deutschland.de/en/germany-economy>

Dieffenbacher, S. (2023, December 31). *Revenue streams in business model canvas*. Digital Leadership. <https://digitalleadership.com/blog/revenue-streams/>

Dormakaba. (2023, July 16). About Us. dormakaba Group. <https://www.dormakaba.com/gb-en/about>

Ehmke, C., Fulton, J., Lusk, J. Marketing's Four P's: First Steps for New Entrepreneurs.

Eightception. (2024, June 10). The STP-model - segmentation, targeting, positioning done right. <https://eightception.com/the-stp-model-segmentation-targeting-positioning-done-right/>

EU: Germany the highest proportion of rental tenants - German Federal Statistical Office. (2021). Destatis.de. Retrieved on 23 November, 2023, <https://www.destatis.de/Europa/EN/Topic/Population-Labour-Social-Issues/Social-issues-living-conditions/RentedAccommodation.html#:~:text=Share%20page&text=In%202021%2C%20more%20than%20half,population%20lived%20in%20rental%20accommodation.>

Eventboost. (2024). Pricing. <https://www.eventboost.com/en-EU/pricing/>

Future Market Insights. (2023). Mechanical Locks Market Size, Trend & Forecast by 2033. Retrieved from [www.futuremarketinsights.com](http://www.futuremarketinsights.com)

German Federal Statistical Office. (2021). Housing in Germany. Retrieved on 23 November, 2023, [https://www.destatis.de/EN/Themes/Society-Environment/Housing/\\_node.html](https://www.destatis.de/EN/Themes/Society-Environment/Housing/_node.html)

Germany Demographics 2023 (Population, Age, Sex, Trends) - Worldometer. (2023). Worldometers.info. Retrieved on 23 November, 2023, [https://www.worldometers.info/demographics/germany-demographics/#:~:text=The%20median%20age%20in%20Germany%20is%2044.9%20years%20\(2023\).](https://www.worldometers.info/demographics/germany-demographics/#:~:text=The%20median%20age%20in%20Germany%20is%2044.9%20years%20(2023).)

Glunz, A. (2024, January 8). Economic key facts germany. KPMG. <https://kpmg.com/de/en/home/insights/overview/economic-key-facts-germany.html#:~:text=Germany%20is%20the%20fourth%20largest,the%20country's%20gross%20domestic%20product.>

Hashemi-Pour, C., & Contributor, T. (2024, March 15). *What is B2B (business-to-business) commerce and how does it work?: Definition from TechTarget.* CIO. <https://www.techtarget.com/searchcio/definition/B2B>

Humphrey, A.S., 2005. History Corner: Swot Analysis for Management Consulting [WWW Document]. SRI Alumni Association. URL. <https://archive.sri.com/sites/default/files/brochures/dec-05.pdf>.

Intelligence, P. (2023, March 13). Mechanical and electromechanical locks market analysis, 2022-2030. P&S Intelligence. <https://www.psmarketresearch.com/market-analysis/mechanical-electromechanical-locks-market>

Kopp, C. M. (2022, July 26). *What is a business model with types and examples*. Investopedia. <https://www.investopedia.com/terms/b/businessmodel.asp#:~:text=A%20business%20model%20is%20a,markets%2C%20and%20any%20anticipated%20expenses.>

LaPlaca, P. (2016, April 17). *What is B2B? everything you need to know about business-to-business*. Turis. <https://turis.app/b2b-ecommerce/what-is-b2b-what-is-a-b2b-platform/>

Lichtgitter Group - Home. (2019). Lichtgitter.com. <https://www.lichtgitter.com/en/>

Margarita Išoraitė, “MARKETING MIX THEORETICAL ASPECTS” International Journal of Research – Granthaalayah, Vol. 4, No. 6 (2016): 25-37.

Market Research, T. (2024, May 11). Europe cylinder lock market. Transparency Market Research. <https://www.transparencymarketresearch.com/europe-cylinder-lock-market.html>

Martin, M. Business, Marketing Marketing Mix. 2014. <https://www.cleverism.com/placefour-ps-marketing-mix>

Morpeth-Spayne, R. (2024, May 24). Mechanical locking: What you should know about European standards. International Market Leaders in Security - Security Buyer. <https://securitybuyer.com/mechanical-locking-what-you-should-know-about-european-standards/>

Rahnama, R., Beiki, H., A. Modern marketing, concepts and challenges. Arabian Journal of Business and Management Review (OMAN Chapter) Vol. 2, No.6, Jan. 2013

Riaz, W. Marketing Mix, Not Branding. Asian Journal of Business and Management Sciences. 2011, Vol. 1 No. 11, p.p. 43-52.

Rummage, J. (2023). 18 top search engines to try. Retrieved from <https://builtin.com/articles/search-engines-list#:~:text=Image%3A%20Google-,Google,images%2C%20videos%20and%20scholarly%20articles>.

Singh, M. Marketing Mix of 4P'S for Competitive Advantage. IOSR Journal of Business and Management (IOSRJBM). 2012, Volume 3, Issue 6 (Sep,-Oct.).

Twin, A. (2017, June 13). *Competitive advantage definition with types and examples*. Investopedia. [https://www.investopedia.com/terms/c/competitive\\_advantage.asp](https://www.investopedia.com/terms/c/competitive_advantage.asp)

Wallbridge, A. (2023, August 21). What is a TOWS analysis? (definition and how to conduct it). UK.Indeed.com. <https://uk.indeed.com/career-advice/career-development/what-is-tows-analysis>

Wehrich, H. (1982) The TOWS matrix-A tool for situational analysis, Long Range Planning, Vol. 15, No. 2, 54-66

Westwood, J. (2022). *How to write a marketing plan: Define your strategy, plan effectively and reach your marketing goals*. Kogan Page.

Young, E. (2023, June 15). Mechanical and electromechanical locks market analysis, size. Arizton Advisory & Intelligence. <https://www.arizton.com/market-reports/mechanical-and-electromechanical-locks-market-size-analysis>

