

Caterpillar Inc – SWOT Framework Analysis

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Abstracts

Caterpillar Inc is a leading manufacturer of construction and mining equipment. The company is also a major producer of industrial gas turbines, and natural gas and diesel engines.

The company benefits from having a strong market position and brand image. The company further has access to several end markets and leverages its wide network to its advantage. However, there is a lot of competition in this industry and maintaining the market share is going to be a difficult task for Caterpillar Inc.

The company's latest financials are:

Revenues of \$32,396 million in FY 2009

Operating profit of \$577 million

Net profit of \$895 million

A SWOT Analysis is a strategic planning tool used to evaluate:

Strengths

Weaknesses

Opportunities

Threats

involved in a project or in a business venture. It involves identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

Aruvian's R'search analyzes the company Caterpillar Inc in the SWOT Framework Analysis. The report includes the following:

Business segment analysis of Caterpillar Inc

Major products & services of Caterpillar Inc

Profile of the industry Caterpillar Inc operates in

Profile of its major competitors – Deere & Company, Mitsubishi Heavy Industries, Ltd., Cummins, Inc., CNH Global N.V., and Komatsu Ltd

SWOT Analysis of Caterpillar Inc

Future Perspective of Caterpillar Inc

Aruvian's R'search's report Caterpillar Inc – SWOT Framework Analysis has a broad ranging content suitable for industry experts as well as logically initiating the industry beginners.

Contents

A. EXECUTIVE SUMMARY

B. PROFILE OF CATERPILLAR INC

- B.1 Industry Profile
- B.2 Corporate Profile
- B.3 Business Segment Analysis
- B.4 Major Products & Services
- B.5 Future Perspective: Caterpillar Inc

C. COMPETITOR PROFILES

- C.1 Deere & Company
 - C.1.1 Corporate Profile
 - C.1.2 Business Segment Analysis
- C.2 Mitsubishi Heavy Industries
 - C.2.1 Corporate Profile
 - C.2.2 Business Segment Analysis
- C.3 Cummins, Inc.
 - C.3.1 Corporate Profile
 - C.3.2 Business Segment Analysis
- C.4 CNH Global N.V.
 - C.4.1 Corporate Profile
 - C.4.2 Business Segment Analysis
- C.5 Komatsu Ltd
 - C.5.1 Corporate Profile
 - C.5.2 Business Segment Analysis

D. SWOT FRAMEWORK ANALYSIS

- D.1 Strengths to Build Upon
- D.2 Weaknesses to Overcome
- D.3 Opportunities to Exploit
- D.4 Threats to Overcome

E. GLOSSARY OF TERMS

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