

Global Machinery Industry: Porter's Five Forces Strategy Analysis

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Abstracts

The global machinery industry can be defined as including mining equipment, construction equipment and agricultural equipment. Though the global machinery industry witnessed a decline during the economic recession years of 2008-2009, the industry has since then recovered and has been posting good growth rates since then on.

Aruvian Research analyzes the Global Machinery Industry in Michael Porter's Five Forces Analysis. It uses concepts developed in Industrial Organization (IO) economics to derive five forces that determine the competitive intensity and therefore attractiveness of a market.

The report begins with a coverage of the global machinery industry and looks at the industry overview, industry value analysis and an industry forecast before moving on to the Porter's Five Forces Framework Analysis.

The Porter's Five Forces Framework analysis of the global machinery industry analyzes the industry by looking at the bargaining power of buyers, bargaining power of suppliers, competitive rivalry in the industry, threat of new entrants and the threat of industry substitution.

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