

# Strategic Restructuring for the Indian Steel Industry

<https://marketpublishers.com/r/SE4DDAAC49BEN.html>

Date: March 2012

Pages: 80

Price: US\$ 300.00 (Single User License)

ID: SE4DDAAC49BEN

## Abstracts

There have been almost revolutionary changes in the global steel scene with fierce competitive pressures on performance, productivity, price reduction and customer satisfaction. National boundaries have melted to encompass an ever increasing world market. Trade in steel products has been on the upswing with the production facilities of both the developed and the developing countries complementing each other in the making of steel of different grades and specialty for the world market.

The Indian steel industry comprises of the producers of finished steel, semi-finished steel, stainless steel and pig iron. Indian steel industry, having participation from both public sector and private sector enterprises, is one of the fastest growing markets for steel and is also increasingly looking towards exports as driving the growth of the industry.

Aruvian's R'search brings a research report on Strategic Restructuring for the Indian Steel Industry focusing on the Indian Steel Industry and analyzing each and every aspect of the industry, but mainly focusing on the strategic restructuring the industry requires and is presently undergoing to meet up to the challenge of the global steel industry. Starting from an analysis of the competitiveness of the industry to the production/consumption scenario of the industry, the report analyzes the Indian Steel Industry through a SWOT framework analysis, a PEST framework analysis, and a Porter's Five Forces Strategy Analysis. Then it moves on to the strategic restructuring analysis.

An analysis of the major players in the Indian Steel Sector and the Global Steel Industry completes this comprehensive research report.

## Contents

### **A. EXECUTIVE SUMMARY**

### **B. DEFINING THE INDUSTRY**

B.1 Industry Definition

B.2 Market Segments

### **C. INTRODUCTION**

C.1 Historical Background

C.2 Industry Overview

C.3 Industry Structure

C.4 Demand & Consumption

C.5 Steel Prices

### **D. SWOT FRAMEWORK ANALYSIS OF THE INDIAN STEEL INDUSTRY**

D.1 Strengths to Build Upon

D.2 Weaknesses to Overcome

D.3 Opportunities to Exploit

D.4 Threats to Overcome

### **E. PEST FRAMEWORK ANALYSIS OF THE INDIAN STEEL INDUSTRY**

E.1 Political Aspects

E.2 Economical Aspects

E.3 Social Aspects

E.4 Technological Aspects

### **F. PORTER'S FIVE FORCES STRATEGY ANALYSIS OF THE INDIAN STEEL INDUSTRY**

F.1 Bargaining Power of Buyers

F.2 Bargaining Power of Suppliers

F.3 Competitive Rivalry in the Industry

F.4 Threat of New Entrants

F.5 Threat of Substitutes

## F.6 Conclusion

## **G. STRATEGIC RESTRUCTURING IN THE INDIAN STEEL INDUSTRY**

- G.1 Survival Strategy
- G.2 Cost Reduction
- G.3 Differentiated Marketing Strategy
- G.4 Financial Restructuring
- G.5 Business Restructuring
- G.6 Operational Restructuring
- G.7 Steel Service Centers
- G.8 Market Development
- G.9 Growth Strategy
- G.10 Technological Strategy
- G.11 Sustaining the Market
- G.12 Strategy Related to Human Resources
- G.13 IT Strategy

## **H. RESEARCH IN THE STEEL INDUSTRY – STRATEGIES FOR GROWTH**

### **I. KEY DRIVING FORCES IN THE INDUSTRY**

- I.1 Reinforcing Quality
- I.2 Organization Reinforcement
- I.3 Role of the Government & Policy Makers

### **J. MAJOR INDUSTRY CONTRIBUTORS**

- J.1 ESSAR Steel Ltd
- J.2 ISPAT Industries Ltd
- J.3 Jindal Vijaynagar Steel Ltd
- J.4 Steel Authority of India Limited
- J.5 Tata Iron and Steel Co Ltd

### **K. MAJOR GLOBAL PLAYERS IN THE INDUSTRY**

- K.1 Arcelor Mittal
- K.2 Corus
- K.3 Nippon Steel Corporation

K.4 Posco  
K.5 Severstal

## **L. APPENDIX**

## **M. GLOSSARY OF TERMS**

## I would like to order

Product name: Strategic Restructuring for the Indian Steel Industry

Product link: <https://marketpublishers.com/r/SE4DDAAC49BEN.html>

Price: US\$ 300.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SE4DDAAC49BEN.html>