

# Daimler AG Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Daimler AG Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Daimler AG and its competitors. This provides our Clients with a clear understanding of Daimler AG position in the [Heavy Machinery](#) Industry.

The report contains detailed information about Daimler AG that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Daimler AG. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Daimler AG financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your

company's decision-making processes.

In the part that describes Daimler AG competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Daimler AG business.

## **About Daimler AG**

Daimler AG engages in the development, manufacture, distribution, and sale of a range of automotive products, mainly passenger cars, trucks, vans, and buses. The company also provides financial and other services relating to its automotive businesses.

The company offers its automotive products and related financial services primarily in western Europe and in the NAFTA region, which consists of the United States, Canada, and Mexico.

### **Segments**

The company operates in five segments: Mercedes-Benz Cars, Daimler Trucks, Mercedes-Benz Vans, Daimler Buses, and Daimler Financial Services.

#### **Mercedes-Benz Cars segment**

Mercedes-Benz Cars segment designs, produces, and sells Mercedes-Benz passenger cars, Maybach luxury sedans, and micro compact passenger cars.

### **Products**

**Mercedes-Benz:** The company offers most Mercedes-Benz passenger cars with a choice of diesel and gasoline engines. In 2009, the company began to offer the S-Class and the ML-Class also with a gasoline hybrid engine. Under the AMG brand, the company offers versions of Mercedes-Benz vehicles with V8 or V12 engines in all classes, except in the A-, B-, R-, GL- and GLK-Classes. The Mercedes-Benz passenger car product range consists of the following classes:

**S-Class:** The S-Class is a line of full-size luxury sedans, which are available in short and long wheelbase versions. In June 2009, the company introduced a new generation of the S-Class sedans, including a hybrid version, the new S 400 BlueHYBRID. The S-Class sedans are complemented by the CL and the SL. In 2009, the company also produced the SLR, a Mercedes-Benz sports car, in cooperation with McLaren Cars Ltd.

**E-Class:** The E-Class is a line of luxury sedans, coupes, convertibles, and station wagons. The company launched all new versions of the E-Class sedan and the E-Class station wagon in March 2009 and November 2009, respectively. The company also offers the CLS, a four-door coupe based on the E-Class.

**C-Class:** The C-Class is a line of compact luxury sedans and station wagons. The CLC Sports Coupe and the SLK, a two-seat roadster, complement the C-Class product family.

**A-/B-Classes:** The A-Class is a front wheel drive compact and the B-Class is a front wheel drive 4-door Compact Sports Tourer (CST).

**ML-/R-/G-/GL-/GLK-Classes:** The ML-Class is a line of sport utility vehicles with permanent all-wheel drive. The R-Class is a line of SUV Tourers, which is available in a short and a long wheelbase version. The GL-Class is a line of seven seat luxury sport utility vehicles. The GLK-Class is a line of compact sport utility vehicles. The G-Class is a line of cross country vehicles with permanent four-wheel drive that come in a short and a long wheelbase version and as a convertible.

**Maybach:** Under the Maybach brand, the company offers a line of luxury sedans. Maybach sedans are available in a short and a long wheelbase version, including the Maybach 57S and 62S as sportier variations.

**smart:** The smart brand represents a micro compact car concept. The company offers two models, the smart fortwo coupe and the smart fortwo cabrio. In 2009, the company introduced the SMART brand in Denmark, in major metropolitan areas in China and in

Sao Paulo, Brazil.

**Markets:** In 2009, the main markets of its Mercedes-Benz Cars segment were Germany, western Europe, the United States, and Asia.

**Competition:** In western Europe, its Mercedes-Benz passenger cars compete primarily with products of BMW (BMW, Rolls-Royce), Volkswagen (Audi, Porsche, Bentley, VW) and, depending on the market segment, Fiat (Lancia, Alfa Romeo, Ferrari, Maserati), Ford (Volvo), General Motors (Opel, Vauxhall), PSA (Peugeot/Citroen), Renault, Tata Motors (Jaguar, Land Rover), and Toyota (Toyota, Lexus).

In the United States, principal competitors of its Mercedes-Benz passenger cars include BMW (BMW and Rolls-Royce), Ford (Lincoln and Volvo), Honda (Acura), Nissan (Infiniti), Tata Motors (Jaguar and Land Rover), Toyota (Lexus), Volkswagen (Audi, Porsche, Bentley, and VW), and Nissan, other Toyota brands and certain models produced by General Motors (Cadillac) and Fiat (Jeep).

In Asia, the company's main competitors are BMW

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3×3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

### Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

### **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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