

# **Industrial Trucks, Tractors & Mobile Straddle Carriers & Cranes Middle East Report & Database**

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## **Abstracts**

### **INDUSTRIAL TRUCKS, TRACTORS & MOBILE STRADDLE CARRIERS & CRANES MIDDLE EAST REPORT + DATABASE**

The Industrial Trucks, Tractors & Mobile Straddle Carriers & Cranes Middle East Report & Database gives Market Consumption/Products/Services for 19 countries by each Product by 3 Time series: From 1997- 2019 and Forecasts 2020- 2027 & 2027-2046.

Countries covered include: Afghanistan, Azerbaijan, Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Pakistan, Qatar, Saudi Arabia, Syria, Tajikistan, Turkey, Turkmenistan, United Arab Emirates, Yemen. NB: Data Caveats apply for some countries.

59 MARKET RESEARCH CHAPTERS. SPREADSHEET CHAPTERS: Market Consumption - in US\$ by Country by Product/Service by Year. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

MIDDLE EAST & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS. FINANCIAL SPREADSHEETS & DATABASES. INDUSTRY SPREADSHEETS & DATABASES.

Data includes Market Consumption by individual Product/Service, Per-Capita Consumption, Marketing Costs & Margins, Product Launch Data, Buyers, End Users & Customer Profile, Consumer Demographics. Historic Balance Sheets, Forecast Financial Data, Industry Profile, National Data.

The report is on a DVD containing the entire web and databases, or it is available online. Merge text, tables & databases for your own reports, spreadsheet calculations & modeling.

20 Products/Markets covered, 1949 pages, 4005 spreadsheets, 3958 database tables, 291 illustrations. Updated monthly. 12 month After-Sales Service.

## Contents

### INDUSTRIAL TRUCKS, TRACTORS & MOBILE STRADDLE CARRIERS & CRANES MIDDLE EAST REPORT + DATABASE

The Market for Industrial Trucks, Tractors & Mobile Straddle Carriers & Cranes in each country by Products & Services.

The Industrial Trucks, Tractors & Mobile Straddle Carriers & Cranes Middle East Report & Database covers:

TIME SERIES - Historic: 1997- 2019/Current time series: 2020- 2027/Long Term Projection: 2027-2046. Consumption given at industry/distribution channel/service or product line level.

#### PRODUCTS & MARKETS COVERED:

#### INDUSTRIAL TRUCKS - TRACTORS + MOBILE STRADDLE CARRIERS + CRANES

1. Industrial Trucks, Tractors & Mobile Straddle Carriers & Cranes
2. Industrial trucks & tractors: Powered: Motorized hand trucks
3. Industrial trucks & tractors: Electric powered: Trucks, industrial
4. Industrial trucks & tractors: Electric powered: Tractors, industrial
5. Industrial trucks & tractors: Internal combustion: Trucks: Under 6, 000 lb.
6. Industrial trucks & tractors: Internal combustion: Trucks: 6, 000-14, 000 lb
7. Industrial trucks & tractors: Internal combustion: Trucks: 15, 000 lb & over
8. Industrial trucks & tractors: Internal combustion: Tractors, industrial
9. Industrial trucks & tractors: Other powered trucks & tractors
10. Industrial trucks & tractors: Portable elevators (stackers) excl. farm type
11. Industrial trucks & tractors: Mobile straddle carriers & cranes
12. Industrial trucks & tractors: Hand trucks & trailers: Hand lift
13. Industrial trucks & tractors: Hand trucks & trailers: Other, incl. dollies
14. Industrial trucks & tractors: Hand trucks & trailers: Metal pallets & skids
15. Industrial trucks & tractors: Palletizers & depalletizers (load/unloaders)
16. Industrial trucks & tractors: Hydraulic lift tables: Scissors type
17. Industrial trucks & tractors: Hydraulic lift tables: Other types
18. Industrial trucks & trailers: Dock boards (industrial loading ramps)
19. Industrial trucks & tractors: Misc. industrial trucks & tractors

**59 MARKET RESEARCH CHAPTERS:**

1 Administration, 2 Advertising, 3 Buyers - Commercial Operations, 4 Buyers - Competitors, 5 Buyers - Major City, 6 Buyers - Products, 7 Buyers - Trade Cell, 8 Competitive Industry Analysis, 9 Competitor Analysis, 10 Country Focus, 11 Distribution, 12 Business Decision Scenarios, 13 Capital Costs Scenarios, 14 Cashflow Option Scenarios, 15 Cost Structure Scenarios, 16 Historic Industry Balance Sheet, 17 Historic Marketing Costs & Margins, 18 Investment + Cost Reduction Scenarios, 19 Market Climate Scenarios, 20 Marketing Costs, 21 Marketing Expenditure Scenarios, 22 Marketing Margins, 23 Strategic Options Scenarios, 24 Survival Scenarios, 25 Tactical Options Scenarios, 26 Geographic Data, 27 Industry Norms, 28 Major City Market Analysis, 29 Capital Access Scenarios, 30 Market Cashflow Scenarios, 31 Economic Climate Scenarios, 32 Market Investment + Costs Scenarios, 33 Marketing Expenditure Scenarios, 34 Market Risk Scenarios, 35 Market Strategic Options, 36 Market Survival Options, 37 Market Tactical Options, 38 Marketing Expenditure -v- Market Share, 39 Marketing Strategy Development, 40 Markets, 41 Operational Analysis, 42 Overseas Development, 43 Personnel Management, 44 Physical Distribution + Customer Handling, 45 Pricing, 46 Process + Order Handling, 47 Product Analysis, 48 Product Development, 49 Product Marketing Factors, 50 Product Mix, 51 Product Summary, 52 Profit Risk Scenarios, 53 Promotional Mix, 54 Salesforce Decisions, 55 Sales Promotion, 56 Surveys, 57 Targets -Product + Market, 58 Technology, 59 Trade Cell Analysis.

**SPREADSHEET CHAPTERS:**

**PRODUCT CONSUMPTION** - in US\$ by Country by Product/Service by Year: 1997-2019, Forecast 2020- 2027, Forecast 2027-2046. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

**MIDDLE EAST & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS:**

1332 Middle East Database tables & Spreadsheets covering business scenarios. 1435 Middle East Database tables & Spreadsheets covering Markets, Market Forecast, Financial Forecast, Financial Margins, Historic Financial, Historic Costs, Industry Norms for each country. 3816 National Database tables & Spreadsheets covering business scenarios.

**FINANCIAL SPREADSHEETS & DATABASES:** 188 Balance Sheet, Financial Margins & Ratios for each of 103 Business Scenarios - by Country by Year - Forecast 2020-2027, Forecast 2027-2046.

**INDUSTRY SPREADSHEETS & DATABASES:** 820 Database tables & Spreadsheets covering Historic Industry Balance Sheet Data, Forecast Industry Financial Data, Industry Profiles & Norms - by Country by Year - Forecast 2020- 2027, Forecast

2027-2046.

NATIONAL DATA - by Country by Year.

The report is produced on a DVD containing the entire report web and databases, and it is also supplied online as a zipped file. Readers can access & reproduce the information for their own documents or reports. Tables & databases as Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling.

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