

## Daimler AG (DAI) - Financial and Strategic SWOT Analysis Review

URL:	<a href="https://marketpublishers.com/r/D99B8A7A921EN.html">https://marketpublishers.com/r/D99B8A7A921EN.html</a>
Date:	May 9, 2017
Pages:	54
Price:	US\$ 125.00
ID:	D99B8A7A921EN

Daimler AG (DAI) - Financial and Strategic SWOT Analysis Review provides you an in-depth strategic SWOT analysis of the company's businesses and operations. The profile has been compiled by GlobalData to bring to you a clear and an unbiased view of the company's key strengths and weaknesses and the potential opportunities and threats. The profile helps you formulate strategies that augment your business by enabling you to understand your partners, customers and competitors better.

The profile contains critical company information including:

- Business description – A detailed description of the company's operations and business divisions.
- Corporate strategy – Analyst's summarization of the company's business strategy.
- SWOT Analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.
- Company history – Progression of key events associated with the company.
- Major products and services – A list of major products, services and brands of the company.
- Key competitors – A list of key competitors to the company.
- Key employees – A list of the key executives of the company.
- Executive biographies – A brief summary of the executives' employment history.
- Key operational heads – A list of personnel heading key departments/functions.
- Important locations and subsidiaries – A list and contact details of key locations and subsidiaries of the company.
- Detailed financial ratios for the past five years – The latest financial ratios derived from the annual financial statements published by the company with 5 years history.
- Interim ratios for the last five interim periods – The latest financial ratios derived from the quarterly/semi-annual financial statements published by the company for 5 interims history.

### Highlights

Daimler AG (Daimler) is an automobile company that undertakes the manufacture, distribution and sales of premium passenger cars, commercial vehicles and related spare part and accessories. The company also provides services such as financing, leasing, fleet management, insurance, financial investments, credit cards and innovative mobility services. Daimler's products includes city and intercity buses, coaches, bus chassis, vans, passenger cars, and trucks. Some of the company's key marketable brands include Mercedes-Benz, smart, FUSO, Western Star, Bharat Benz, moovel, car2go and Setra, among others. The company sells its vehicles and services in nearly all the countries of the world and has production facilities in Europe, North and South America, Asia, and Africa. Daimler is headquartered in Stuttgart, Baden-Wurttemberg, Germany.

### Daimler AG Key Recent Developments

Apr 25,2017: Mercedes-Benz plans to launch energy storage units in UK

Nov 29,2016: BMW Group, Daimler AG, Ford Motor Company and Volkswagen Group with Audi & Porsche Plan a Joint Venture for Ultra-Fast, High-Power Charging Along Major Highways in Europe

Nov 25,2016: Daimler to invest \$11bn for developing electric vehicles  
Nov 02,2016: Mercedes-Benz launches US energy storage company  
Oct 24,2016: Daimler to build global production compound for lithium-ion batteries

Key benefits of buying this profile include:

You get detailed information about the company and its operations to identify potential customers and suppliers.

- The profile analyzes the company's business structure, operations, major products and services, prospects, locations and subsidiaries, key executives and their biographies and key competitors.

Understand and respond to your competitors' business structure and strategies, and capitalize on their weaknesses. Stay up to date on the major developments affecting the company.

- The company's core strengths and weaknesses and areas of development or decline are analyzed and presented in the profile objectively. Recent developments in the company covered in the profile help you track important events.

Equip yourself with information that enables you to sharpen your strategies and transform your operations profitably.

- Opportunities that the company can explore and exploit are sized up and its growth potential assessed in the profile. Competitive and/or technological threats are highlighted.

Scout for potential investments and acquisition targets, with detailed insight into the companies' strategic, financial and operational performance.

- Financial ratio presented for major public companies in the profile include the revenue trends, profitability, growth, margins and returns, liquidity and leverage, financial position and efficiency ratios.

Gain key insights into the company for academic or business research.

- Key elements such as SWOT analysis, corporate strategy and financial ratios and charts are incorporated in the profile to assist your academic or business research needs.

**Note:** Some sections may be missing if data is unavailable for the company

## Table of Content

### SECTION 1 - ABOUT THE COMPANY

Daimler AG - Key Facts  
Daimler AG - Key Employees  
Daimler AG - Key Employee Biographies  
Daimler AG - Major Products and Services  
Daimler AG - History  
Daimler AG - Company Statement  
Daimler AG - Locations And Subsidiaries  
Head Office  
Other Locations & Subsidiaries  
Joint Venture

## **SECTION 2 – COMPANY ANALYSIS**

Daimler AG - Business Description  
Daimler AG - Corporate Strategy  
Daimler AG - SWOT Analysis  
SWOT Analysis - Overview  
Daimler AG - Strengths  
Daimler AG - Weaknesses  
Daimler AG - Opportunities  
Daimler AG - Threats  
Daimler AG - Key Competitors

## **SECTION 3 – COMPANY FINANCIAL RATIOS**

Financial Ratios - Capital Market Ratios  
Financial Ratios - Annual Ratios  
Performance Chart  
Financial Performance  
Financial Ratios - Interim Ratios  
Financial Ratios - Ratio Charts  
Daimler AG, Recent Deals Summary

## **SECTION 4 – COMPANY’S RECENT DEVELOPMENTS**

Apr 25, 2017: Mercedes-Benz plans to launch energy storage units in UK  
Nov 29, 2016: BMW Group, Daimler AG, Ford Motor Company and Volkswagen Group with Audi & Porsche Plan a Joint Venture for Ultra-Fast, High-Power Charging Along Major Highways in Europe  
Nov 25, 2016: Daimler to invest \$11bn for developing electric vehicles  
Nov 02, 2016: Mercedes-Benz launches US energy storage company  
Oct 24, 2016: Daimler to build global production compound for lithium-ion batteries

## **SECTION 5 – APPENDIX**

Methodology  
Ratio Definitions  
About GlobalData  
Contact Us  
Disclaimer

## **LIST OF TABLES**

Daimler AG, Key Facts  
Daimler AG, Key Employees  
Daimler AG, Key Employee Biographies  
Daimler AG, Major Products and Services  
Daimler AG, History  
Daimler AG, Other Locations  
Daimler AG, Subsidiaries  
Daimler AG, Joint Venture  
Daimler AG, Key Competitors  
Daimler AG, Ratios based on current share price  
Daimler AG, Annual Ratios  
Daimler AG, Annual Ratios (Cont.1)  
Daimler AG, Annual Ratios (Cont.2)  
Daimler AG, Interim Ratios

Daimler AG, Recent Deals Summary  
Currency Codes  
Capital Market Ratios  
Equity Ratios  
Profitability Ratios  
Cost Ratios  
Liquidity Ratios  
Leverage Ratios  
Efficiency Ratios

## **LIST OF FIGURES**

Daimler AG, Performance Chart (2012 - 2016)  
Daimler AG, Ratio Charts

## **COMPANIES MENTIONED**

Volkswagen AG  
Tesla Motors, Inc.  
Renault S.A.  
Nissan Motor Co., Ltd.  
General Motors Company  
Fritz Draxlmaier GmbH & Co. KG  
Ford Motor Company  
Bayerische Motoren Werke Aktiengesellschaft

### I would like to order:

**Product name:** Daimler AG (DAI) - Financial and Strategic SWOT Analysis Review  
**Product link:** <https://marketpublishers.com/r/D99B8A7A921EN.html>  
**Product ID:** D99B8A7A921EN  
**Price:** US\$ 125.00 (Single User License / Electronic Delivery)

*If you want to order Corporate License or Hard Copy, please, contact our Customer Service: [office@marketpublishers.com](mailto:office@marketpublishers.com)*

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/D99B8A7A921EN.html>

### To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
E-mail:  
Company:  
Address:  
City:  
Zip/Post Code:  
Country:  
Tel:  
Fax:  
Your message:

\* All fields are required

Customer Signature \_\_\_\_\_

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at [https://marketpublishers.com/docs/terms\\_conditions.html](https://marketpublishers.com/docs/terms_conditions.html)

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**