

# BMW AG - Strategy Brief - H1 2014

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## Abstracts

Strategic Activity Analysis & Overarching, Near-Term Strategy Focus:-

This strategy brief report provides updates on & insights into the Strategic Activities, Initiatives & Developments for BMW AG for H1 2014 and analyses the Overarching, Near-term Strategy Focus.

Industry & Market Trends, Growth Avenues & Industry Force Field:-

The report also analyses & provides comprehensive insights into the key industry trends, technology trends, market & segment specific trends, growth avenues & drivers, constraints, issues, challenges & risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis followed by short to medium term industry outlook.

For - Key Players across Industry Value Chain, Investors & Analysts/Advisory Firms:-

The report would be useful & provide significant value-add for Key Decision-Makers, Top Management of Companies, OEMs, Suppliers, Distributors, Vendors and other Key Players in the Industry Value Chain as well as existing & potential Investors, Industry & Company Analysts, M&A Advisors, PE & VC Firms, Management & Strategy Consultants and those having strategic interest in or associated with the Industry or the Company.

## Contents

### **SECTION – 1**

Strategic Activity, Initiatives & Developments - H1 2014

### **SECTION – 2**

Key Strategies, Plans, Strategic Priorities & Strategy Focus

### **SECTION – 3**

Key Trends

Industry Trends

Technology Trends

Market Specific Trends

### **SECTION – 4**

Key Constraints, Issues, Challenges & Risk Factors

### **SECTION - 5**

Global Automotive Industry – Force Field Analysis

Driving Forces

Restraining Forces

### **SECTION - 6**

Strategic Industry Outlook

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