

Caterpillar Inc. - Mining Equipment Segment - Strategy Brief - Q1 2014 - Strategic Initiatives, Developments, SWOT, Trends & Outlook

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Abstracts

1. Overview & Rationale:

The report provides comprehensive analysis as well as holistic assessment of the Strategic Initiatives, Strategic Measures, Business & Strategic Developments and Strategic Activities as well as Moves for the mining equipment segment of Caterpillar Inc. for Q1 2014 and provides an analysis of how they integrate with & fit into the medium term strategic picture & overall business strategy against the backdrop of an evolving industry landscape and difficult global macroeconomic environment as well as conditions with the industry impacted by significant reduction in mining & construction activity across most traditional markets.

2. Industry Backdrop: Softening of Commodity Prices Impacting Mining Activity Globally with Improvements Projected for 2014:

The Global Mining industry has been in a difficult cycle of-late with the softening of global commodity prices impacting mining activity directly across most traditional markets amid a difficult & uncertain global macroeconomic environment & conditions that has altered the product sales mix across OEMs and has subsequently impacted profitability. The mining activity improved in 2013 over 2012 with the commodity prices for coal, copper & iron ore beginning to stabilize. The mining activity for 2014 is projected to improve driven by the ongoing economic recovery across most traditional & emerging markets. However, the long term industry fundamentals remain strong driven by their integral role in economic growth besides the diminishing of ore resources and access to ore bodies becoming difficult which will necessitate demand for specialized mining equipment.

3. Scope of Analysis: Strategic Initiatives, Developments, Plans, SWOT, Key Industry Trends & Force Field Analysis

The report provides Key Insights into the Key Strategic Initiatives, Developments & Plans being pursued by the mining equipment segment of Caterpillar Inc. The report also includes an incisive SWOT framework analysis on the company; which is used extensively for an assessment of the internal as well as external business environment of an organization as part of the strategic planning process. The framework generates a snapshot of the company's inherent strengths & weaknesses as part of the internal environment assessment and outlines potential growth opportunities as well as threats as part of the external environment assessment.

The report concludes by providing comprehensive insights into the key industry trends, issues, challenges, risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis followed by industry outlook for 2014.

4. Relevance & Usefulness: Strategic Business Analysis, Planning & Decision-Making Process

The report provides insights & inputs to be incorporated into the broader strategic planning & decision making processes and will be essential from a competitive analysis standpoint as well.

The report will be useful for:

Competitive Assessment as well as Comprehensive Strategic Business Analysis

Assessment of degree of environmental responsiveness as well as strategic orientation

Gaining access to Key Inputs for Strategic Planning & Decision-Making Process

Identification of opportunities which could be capitalized upon

Identification of potential threats in the business environment

Analysis of and Insights into key Strategies & Plans being pursued by the

company

Identifying & highlighting areas for Strategic Changes, Adjustments & Realignment

Gaining a Strategic Perspective on the Business & Strategic Outlook for 2014

Access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2014

5. For Whom: Key Decision-Makers across Industry Value Chain

The report would be essential for those having strategic interest in Caterpillar Inc. and the Global Mining Industry & will be especially useful 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 & those associated with the Industry or the Company.

6. Report Highlights: Visual Representation/Orientation with a Slide based Architecture

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations with visual representation & orientation based on a slide architecture, being built on the Microsoft PowerPoint platform; in addition, to being a ready self-reckoner as well as a quick reference guide driving, enabling & ensuring prompt and informed decision making.

7. Key Takeaways: Enhances Scope of Utilization/Application with Visual Representation & Saves Time

This PowerPoint architecture based report provides high readability & ease of navigation and saves significant amount of time by saving the end-user the effort of sifting through voluminous pages of text besides enhancing the scope of retention, immediate utilization & application of analysis with visual representation and incorporation of relevant images to support & supplement the analysis.

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