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Caterpillar Inc. - Strategy Dossier - 2017 - Strategic Focus & Priorities, Key Strategies & Plans, SWOT, Trends & Challenges, Market Outlook

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Abstracts

The Global Construction Equipment market continues to face significant headwinds with the third straight year of global demand contraction in 2015, which is likely to be followed by the fourth one in 2016, for construction equipment with sustained economic challenges & pressures across key emerging markets led by China, Brazil & Russia and a difficult global macroeconomic environment marked by financial markets volatility, continued weakness in commodity prices, plummeting of crude oil prices and continued geo-political conflict. The situation has been further exacerbated by the simultaneous downturn in mining and energy sectors making the scenario extremely difficult for most industry players facing a fourth successive year of demand slump in 2016 with most undertaking restructuring measures after having already scaled down their manufacturing portfolio.

Against this backdrop, the report analyzes the overall strategy focus and provides Insights into & Comprehensive analysis of the Strategies & Plans being conceptualized & pursued by Caterpillar Inc. for the near to medium term horizon. The report also includes an insightful & comprehensive SWOT framework analysis on the company; which is used extensively for scanning, assessment & analysis of the internal as well as external business environment of an organization as part of 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 also incorporates analysis of key industry trends, issues & challenges and risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis. The report concludes by

providing a comprehensive market outlook over medium term with an overview of emerging demand scenario across key market segments & key geographic regions.

Relevance & Usefulness:

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:

Strategic Planning & Decision-Making process

Analysis of Medium Term Strategy Focus and Key Strategies & Plans

Identification of & Insights into Potential Growth Opportunities & Avenues

Market Evolution & Demand Growth Projections

Assessing potential impact of emerging Market Trends & Developments

Contingency planning for current Strategies & Programs

Identifying & highlighting areas for making potential Strategic Changes, Adjustments & Realignment

Strategic Perspective on the Business & Strategic Outlook for 2017

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market Outlook for 2017

For Whom:-

The report will be extremely useful for Key Decision-Makers, Program, Project & Procurement Managers, Top Management of Industry Players & Other Companies, Fleet Managers & Operators, Suppliers, Vendors & Associated Equipment Manufacturers, Technology Solutions & Other Services Providers and other Key Players in the Industry Value Chain. The report will also be useful for existing & potential

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Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists, Researchers and all those associated with the industry and those with strategic interest & stakes in the Global Construction Equipment Market.

Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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2. GLOBAL DEMAND OUTLOOK FOR CONSTRUCTION EQUIPMENT – DEMAND GROWTH PROJECTIONS

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