

# **Comparative Strategic Factor Analysis Summary (SFAS) Framework Analysis & Strategic Outlook for 2013 - World's 7 Leading Construction Equipment Manufacturers - Caterpillar, Komatsu, Volvo, CNH, Hitachi, Sandvik & Terex**

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## **Abstracts**

### **OVERVIEW:**

The report brings to forefront & provides key insights as well as an incisive, strategic perspective based on a comprehensive analysis of the business structure, characteristics, developments, strategies, initiatives & plans of these 7 key Global construction equipment manufacturing companies through a Strategic Factor Analysis Summary (SFAS) framework against the backdrop of an evolving industry landscape & market situation; marked by a significant decline in demand for construction equipment in China, the World's biggest & most significant market for construction equipment, so far in 2012 with the construction activity facing a slump with the nation's focus staying on combating inflationary pressures through monetary policy interventions. However, the tide may begin to turn for the industry during the Q4 as the country strives to stoke up economic growth momentum with a flurry of new construction projects worth about \$126 billion getting the green signal in September 2012.

The North American market continues with its growth momentum spearheaded by replacement demand amid risks of an imminent fiscal impasse towards the end of 2012 while the Euro-Zone sovereign crisis continues to impact market sentiments in Western Europe with the demand staying more or less flat. Almost all key global OEMs, therefore, are in the process of aligning production levels with the demand situation consequently; investing towards development of new product platforms & technologies and managing the product as well as market mix strategically amid a difficult, complex, challenging & uncertain Global Macroeconomic Environment.

## **ABOUT THE STRATEGIC FACTOR ANALYSIS SUMMARY (SFAS) FRAMEWORK**

Strategic Factor Analysis Summary (SFAS), also referred to as Quantitative SWOT Analysis, is a framework developed by T. L. Wheelen and J. D. Hunger, which is used widely across organizations globally as a key strategic analysis & planning tool. The framework trifurcates an organization's operating environment into Societal, Task & Internal environment respectively with the societal & task environments together constituting the firm's external environment:

**Societal Environment:** Refers to Generic Macroeconomic forces & factors at play

**Task Environment:** Comprises of Industry Environment including customers, suppliers, competitors

**Internal Environment:** Refers to the firm's internal structure, resources, capabilities & functioning that forms the basis of a firm's strengths & weaknesses.

The framework, thus, outlines, summarizes & generates an insightful snapshot of key strategic factors of an organization based on a comprehensive external environmental assessment to identify potential opportunities & pertinent threats based on an External Factor Analysis Summary (EFAS) matrix along-with a detailed analysis of organization's internal environment to identify core strengths & strategic weaknesses through an Internal Factor Analysis Summary (IFAS) matrix. The framework finally reviews the firm's potential strategic options.

The framework generates a snapshot of the prevailing, overall strategic equation for an organization at a given point in time by identifying, weighing, prioritizing & ranking strategic factors in the internal & external environment based on their significance & potential degree of impact along-with the organization's corresponding response to the factors.

The framework, thus, scores over the traditional SWOT analysis framework in terms of its ability to quantify strengths, weaknesses, opportunities & threats respectively based on the potential degree of effect of each strategic factor being analyzed and the organization's commensurate degree of responsiveness to that thereby making it much more effective from the perspective of strategic planning and from a competitive assessment & analysis standpoint.

## **RELEVANCE & USEFULNESS OF THE REPORT:**

Against this backdrop, the report will be useful for:

Strategic Planning & Competitive Analysis

Comprehensive Strategic & Competitive Assessment of these 7 Key Industry Players

Relative & Comparative Assessment of Strengths & Weaknesses for each company

Identification & Analysis of Imminent Market Opportunities & Emerging Potential Threats

Assessment & Evaluation of degree of responsiveness of each OEM to the external environment

Comprehensive analysis of key Strategic Initiatives & Developments for each of the 7 key industry players

Insights into the Strategies & Plans being pursued by each company

Identifying & Highlighting areas for Potential Strategic Adjustments & Realignment

Gaining access to Key Industry as well as Market Trends & Insights

Analysis of Forces Driving & restraining the Industry & their overall dynamics

Strategic Industry Outlook for 2013

## **FOR WHOM:**

The report would be essential for those having strategic interest in the Global Construction Equipment Industry or any of these companies & will be especially useful for key decision makers, top management of companies, suppliers, vendors, current & potential investors, industry & company analysts & those associated with the industry or

any of these companies.

**HIGHLIGHT:**

The report is comprehensive yet concise & compact at the same time; built on the Microsoft PowerPoint platform; thus, rendering it custom-built for meetings & presentations while enabling & ensuring prompt and informed decision making as a ready self-reckoner.

**COMPANIES INCLUDED IN THE REPORT:**

Caterpillar Inc.

Komatsu Limited

Volvo AB

CNH N.V.

Hitachi Construction & Machinery Co. Ltd.

Sandvik AB

Terex Corporation

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