

Comparative Strategic Factor Analysis Summary (SFAS) Framework Analysis & Strategic Outlook for 2013 - World's 7 Leading Truck-Makers - Daimler, Volvo, Man, Scania, PACCAR, Navistar & Iveco

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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 Truck-Making companies through a Strategic Factor Analysis Summary (SFAS) framework against the backdrop of an evolving industry landscape; marked by a stark demand slump across Western Europe and Latin American markets while the North American market continues with its sales growth momentum driven by replacement demand besides the resurgence in the Japanese market. Almost, all key emerging economies, on the other hand, continue to grapple with inflationary pressures under a difficult, complex, challenging & uncertain Global Macroeconomic Environment.

On the flipside, stagnating order intake has been a key concern for almost all key global players so far in 2012 with almost all major OEMs aligning production levels in-line with the demand consequently. Most leading OEMs, also continue with their focus on development of new product platforms as well as sustainable alternate fuel based powertrain technologies aiming to stir up latent demand across traditional markets by showcasing latest products & technologies delivering enhanced efficiency & slashing operating costs significantly. Additionally, the truck-makers continue to strive towards further strengthening & deepening of existing presence across emerging markets, in order to partially offset the ongoing demand slump in Western Europe & Latin America & the growing uncertainty in the global macroeconomic environment. Going forward into 2013, the truck-makers face a difficult & uphill terrain ahead with European market

projected to stay flat at best, North American market likely to contract by about 10% after a good 2012 & BRIC markets, especially, China striving towards revival of economic growth with a host of fiscal & monetary policy measures.

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 of each company

Identification & Analysis of Imminent Market Opportunities & Emerging Potential Threats

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

Insights into key 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 through an insightful Force Field Analysis

Strategic Industry Outlook for 2013

FOR WHOM:

The report would be essential for those having strategic interest in the Global Trucking

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:

Daimler AG

Volvo AB

MAN Truck & Bus AG

Scania AB

PACCAR Inc.

Navistar International Corporation

Iveco S.p.A.

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