

# **Comparative SWOT & Strategy Focus - 2018-2023 - Global Top 7 Medium & Heavy Truck Manufacturers - Daimler, Volvo, MAN, Scania, PACCAR, Navistar, Iveco - Strategy Focus & Priorities, Key Strategies & Plans, Comparative SWOT, Trends & Growth Opportunities, Market Outlook**

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## **Abstracts**

The Global Medium and Heavy Truck market has been cruising in the top gear led by steady demand growth traction across most key markets globally, led by North America & Europe, with good capacity utilization and profitability driving momentum for fleet renewal & expansion activities. The U.S. economy has been on a solid footing with strong economic recovery along with robust freight demand & rates and transport capacity constraints boosting demand for new Class 8 trucks with the U.S. market projected to register a 30% year on year growth in new truck registrations for 2018. European markets, too, have been on a steady growth path over the recent years with the EU economy revving up with new MHCV truck registrations in the EU witnessing modest growth in 2017 with the same trend likely to be maintained in 2018.

Amongst BRIC markets, Brazilian market continues to make steady demand recovery with the economy in the resurgence mode with truck demand boosted by good agricultural output and pursuit of a low interest rate regimen. China's push for infrastructure development under fiscal stimulus measures has bolstered demand for construction equipment and trucks significantly as of late with over 1 million heavy duty trucks registered in China in 2017 with the 1 million mark likely to be crossed in 2018 as well. The Chinese infrastructure led juggernaut is likely to be on the roll over near term with economic growth levels likely to be sustained through fiscal stimulus measures albeit slight corrections.

However, the surge in crude oil prices & the onset of the trade war amongst the world's two largest economies pose most significant downside risks to the World economic growth. The crude oil prices have been hovering over the \$70 per barrel mark since early 2018. Further, the outbreak of the U.S.-China trade war over import tariffs are likely to have a significant impact on the global economic growth going forward. IMF has already cut the world GDP growth forecast for 2018 & 2019 to 3.7% in its October 2018 forecast, down from 3.9% forecasted last quarter. Emerging markets, too, are faced with challenges to manage a tight liquidity situation and a surge in capital outflows. Additionally, truck demand has been at the peak levels for 2017 & 2018 across most markets and a cyclical downswing is likely round the corner.

The industry OEMs are busy ramping up production rates to meet robust demand levels across most markets while fine tuning their supply chains to operate efficiently in top gear. The OEMs are also renewing their product portfolios in alignment with the market upturn through new product introductions incorporating cutting edge technologies and features focused on enhanced performance as well as productivity while optimizing the total cost of ownership. The focus on services business growth and portfolio expansion has also been increasing rapidly across OEMs as soaring fleet utilization levels spur demand for maintenance, repair and overhaul activities.

The trucking industry continues to be at the forefront of a technology led transformation phase marked by confounding uncertainties and disruptions. The focus on CASE (Connected, Autonomous, Shared & Services and Electric) technologies continue to be at the core of this with OEMs continuing to integrate an array of sensors, equipment & technologies on-board truck models. The battle for electric trucks is getting fierce with almost all leading industry OEMs joining the fray with plans to foray into electric trucks segment with these electric trucks likely to be commercially produced & hit the market at the turn of the decade bringing in tectonic shifts to the traditional trucking industry & market dynamics forever.

Against this backdrop, the report provides a comprehensive Comparative SWOT framework analysis on the World's 7 leading Medium & Heavy Truck Manufacturers besides analyzing the overall, Near to Medium Term Strategy Focus & providing insights into the Key Strategies & Plans being developed by them for the near to medium term horizon as they gear up their industrial bases and supply chains to meet the strong global demand for medium & heavy trucks. The framework analyzes the Strengths & Weaknesses of the OEMs from a standalone as well as relative perspective based on a comprehensive analysis of their Key Business Aspects, which include:

Product Portfolio Analysis & its Strategic Positioning

Breadth & Depth of Presence across Key Markets, Segments & Programs

Analysis of overall Cost Base, Structure & its Management

Analysis of Revenue streams, Resource Base & Key Competencies

Profitability, Key Profit Sources, Growth & Trend Analysis

Capital & Ownership Structure and Financial Strength

Key Competitor Analysis across Market Segments & Degree of Competitive Intensity

Competitive Market Positioning across Key Global Markets, Segments & Market Share

Overall Strategy Orientation & Focus, R&D Strategy, Technological Strength & Capabilities

Relevance & Usefulness: The report will be useful for:

Strategic Planning, Assessment & Decision-Making Processes

Competitor Analysis & Comparative Analysis of covered Industry OEMs

Identification of & Insights into Potential Growth Opportunities & Avenues

Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans for all OEMs

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

For Whom: Key Decision-Makers across Industry Value Chain

Key Decision-Makers

Program & Procurement Managers

Top Management of Industry Players & Other Companies

Industry OEMs & Technology/Other Solutions Providers

Suppliers, Vendors, Sales & Distribution Channels and other Key Players in the Industry Value Chain

Fleet Operators, Logistics Solutions Providers, Associated Equipment Manufacturers & Technology Solutions Providers

Existing & potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

PE Firms, Venture Capitalists and Financing & Leasing Companies

Researchers and all those associated with the industry in general

Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis for Strategic Planning Process

Significant Time Savings with Ready, Comprehensive Analysis

Quality & Reliability backed by Over a Decade of Research and Coverage of the Industry

Most Detailed & Comprehensive Resource available on Strategy and Analysis

with detailed, Strategic Analysis on Trucking OEMs

Gain a Competitive Edge with Our Cutting Edge Analysis

Visual Representation enabling Easy Comprehension

Meetings & Presentation Ready Format for Quick Application

Superior & Enriched User Experience with Incorporation of Relevant Images,  
Graphs & Infographics

## Contents

### SECTION - 1

Business Structure & Snapshot – World's 7 Leading Medium & Heavy Truck Manufacturers

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Revenues
- f) Market Capitalization
- g) Key Executives
- h) Shareholding/Ownership Pattern & Structure

### SECTION - 2

Financial Performance Snapshot & Analysis – Charts & Analysis for each Company:

1. REVENUE BASE & GROWTH TREND
2. REVENUES SPLIT BY KEY SEGMENTS
3. REVENUES SPLIT BY KEY GEOGRAPHIC MARKETS & REGIONS
4. GROSS EARNINGS & MARGIN TREND
5. OPERATING EARNINGS & OPERATING MARGIN TREND
6. RETURN ON SALES TREND
7. PROFITABILITY GROWTH TREND
8. CASH FLOW FROM OPERATIONS
9. R&D EXPENDITURE TREND
10. CAPEX TREND

### SECTION – 3

SWOT Analysis

- Sources of Strengths to be Leveraged
- Weaknesses to Overcome
- Opportunities for Growth
- Threats to be Mitigated & Negated

### SECTION – 4

## Comparative Analysis of Strengths

Daimler AG  
Volvo AB  
MAN Truck & Bus AG  
Scania AB  
Iveco S.p.A.  
PACCAR Inc.  
Navistar International Corporation

## **SECTION – 5**

### Comparative Analysis of Weaknesses

Daimler AG  
Volvo AB  
MAN Truck & Bus AG  
Scania AB  
Iveco S.p.A.  
PACCAR Inc.  
Navistar International Corporation

## **SECTION – 6**

### Strategy Focus across OEMs – Near to Medium Term – For the 7 Leading Medium & Heavy Truck Manufacturers

Daimler AG  
Volvo AB  
MAN Truck & Bus AG  
Scania AB  
Iveco S.p.A.  
PACCAR Inc.  
Navistar International Corporation

## **SECTION – 7**

### Analysis of Key Strategies & Plans for the 7 Leading Truck OEMs – Near to Medium Term

1. PRODUCT PORTFOLIO STRATEGIES & PLANS
2. MARKET SPECIFIC STRATEGIES & PLANS
3. R&D STRATEGIES & PLANS

4. GROWTH STRATEGIES & PLANS
5. BUSINESS AND CORPORATE STRATEGIES & PLANS
6. SALES & MARKETING STRATEGIES & PLANS
7. PRODUCTION/MANUFACTURING STRATEGIES & PLANS
8. FINANCIAL STRATEGIES & PLANS
9. ACQUISITIONS, STRATEGIC ALLIANCES & JVS
10. OTHER STRATEGIES, STRATEGIC INITIATIVES & IMPERATIVES

## **SECTION – 8**

Key Trends

Industry Trends

Market Trends

Technology Trends

## **SECTION – 9**

Key Issues, Challenges & Risk Factors

## **SECTION – 10**

Global Medium & Heavy Truck Market - Force Field Analysis - Analysis of Driving & Restraining Forces and their Overall Dynamics

Driving Forces

Restraining Forces

## **SECTION – 11**

Global Medium & Heavy Truck Market - Strategic Outlook through 2026

Analysis of Emerging Market Scenario

Demand Outlook for Medium & Heavy Trucks

Insights into Potential Growth Opportunities

Growth Projections for the Global Medium & Heavy Truck Market through 2026



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