

Comparative SWOT Analysis – Key Global Construction & Mining Equipment Manufacturers – Caterpillar, Komatsu, Volvo, CNH, Hitachi

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Abstracts

This Comparative SWOT analysis report provides key insights into strategic aspects of these 5 Key Global Construction & Mining Equipment Manufacturers based on a comprehensive comparative assessment & analysis of their strategies & outlook against the backdrop of an evolving industry landscape & shifting global dynamics; marked by gradual demand recovery across traditional mature markets, despite sluggish housing starts across the U.S. & the European Union, amid potential economic tightening; while the emerging markets try to somehow strike a balance between economic growth momentum & rising inflation levels with almost all key global players vying for a share of the BRIC growth pie.

The SWOT Analysis framework is used extensively for an assessment of the internal as well as external business environment as part of the strategic or corporate planning process at organizations across the globe. The framework generates a snapshot of the firm's strengths & weaknesses as part of internal environment assessment and opportunities & threats as part of the external environment assessment that aids strategic planning as well as decision-making.

This comparative SWOT analysis will be extremely useful for:

Incorporating Analysis into Strategic Planning & Decision-Making Process

Comprehensive Strategic & Competitive Analysis based on a relative assessment of Strengths & Weaknesses

Assessment & evaluation of degree of responsiveness to the external environment of each company

Identification of opportunities which could be capitalized upon by each player

Identification of potential threats in the business environment specific to each selected market player

Identifying & highlighting areas for making potential strategic changes, adjustments & realignment

This Comparative SWOT analysis report would be essential for those having strategic interest in the Global Construction & Mining 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 the company.

The report is comprehensive yet concise & compact at the same time, built on the Microsoft PowerPoint platform; thus enabling & ensuring prompt and informed decision making.

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KEY INDUSTRY TRENDS, ISSUES & CHALLENGES, RISK FACTORS & OUTLOOK

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Manufacturers – Caterpillar, Komatsu, Volvo, CNH, Hitachi

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