

# Daimler AG - Strategy Brief - 2014 - Key Strategies & Plans

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## Abstracts

### 1. Rationale:

This Strategy Brief analyses & provides comprehensive insights into the Strategic Positioning, Strategic Priorities, Strategic Responsiveness and Key Strategies & Plans for Daimler AG based on a holistic assessment as well as comprehensive analysis of Business Activities, Strategic Initiatives, Business & Strategic Developments and Strategic Moves & Measures against the backdrop of an evolving industry landscape & shifting global dynamics.

The U.S. heavy truck market registered a 11% decline through the first half of 2013 & a 9% contraction through the end of September in 2013 while the European market contracted by 13% during H1 & by 8% through the first 8 months of 2013 despite significant order intake across OEMs in Q2 & Q3. The European market is likely to experience a spurt in deliveries during Q4 in wake of the upcoming Euro 6 emission standards likely to come into effect from January 01, 2014 besides the seasonal uptick in demand anticipated from November 2013 through January 2014. The OEMs, however, are maintaining a cautious stance with respect to the overall production rate with uncertainty over fiscal & monetary policy matters, especially, in the U.S. market.

### 2. Relevance & Usefulness: Strategic Business Analysis, Planning & Decision-Making Process

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:**

Competitive Assessment as well as Comprehensive Strategic Business Analysis

Assessment of degree of environmental responsiveness as well as strategic orientation

Gaining access to Key Inputs for Strategic Planning & Decision-Making Process

Analysis of and Insights into the overall Strategic Blueprint of the company

Identifying & highlighting areas for Strategic Changes, Adjustments & Realignment

**3. For Whom: Key Decision-Makers across Industry Value Chain**

The report would be essential for those having strategic interest in Daimler AG and the Global Trucking Industry & will be especially useful for Key Decision-Makers, Top Management of Companies, OEMs, Suppliers, Distributors, Vendors and other Key Players in the Industry Value Chain as well as existing & potential Investors, Industry & Company Analysts & those associated with the Industry or the Company.

**4. Report Highlights: Visual Representation/Orientation with a Slide based Architecture**

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations with visual representation & orientation based on a slide architecture, being built on the Microsoft PowerPoint platform; in addition, to being a ready self-reckoner as well as a quick reference guide driving, enabling & ensuring prompt and informed decision making.

**5. Key Takeaways: Enhances Scope of Utilization/Application with Visual Representation & Saves Time**

This PowerPoint architecture based report provides high readability & ease of navigation and saves significant amount of time by saving the end-user the effort of sifting through voluminous pages of text besides enhancing the scope of retention, utilization & application of analysis with visual representation and incorporation of

relevant images to support & supplement the analysis.

## Contents

### **ANALYSIS OF KEY STRATEGIES & PLANS:**

Product Portfolio Strategies & Plans

Service Level Strategies & Plans

Technological and R&D Strategies & Plans

Market Specific Strategies & Plans Traditional & Emerging Markets

Corporate Strategies & Plans

Sales, Marketing & Branding Strategies and Plans

Manufacturing/Production Strategies & Plans

Business Growth Strategies & Plans Organic & Inorganic

Financial Strategies & Plans

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