

Daimler AG - Strategy Dossier - 2016 - Key Strategies, Plans, SWOT, Trends & Outlook

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Abstracts

The global medium & heavy truck market is valued at around \$100 billion, as of 2014, and is projected to grow at 3.1% CAGR through 2024. The market has been on the recovery path while battling a difficult & complex global macroeconomic environment marked by a high degree of volatility & uncertainty. The U.S. economy continues to recover steadily while key emerging markets, namely, China, Brazil & Russia face slowdown & a host of complex economic challenges. The industry, however, is driven by strong fundamentals & has long term, sustainable growth drivers given the key role played by the transportation industry towards economic growth & development globally.

The significant, projected growth in sales volumes for medium & heavy trucks across emerging markets likely over the next decade and the rapidly expanding scope of technology evolution & integration; marked by the developments over Autonomous & Connected Vehicle technologies; are amongst the top trends & drivers which are likely to drive industry growth & spearhead development of new business and service models as well as concepts over the next decade.

Against this backdrop, the report analyzes the overall strategy focus and provides Insights & Comprehensive analysis of the Strategies & Plans being conceptualized & pursued by Daimler AG for the medium term horizon. The report also includes an insightful & comprehensive SWOT framework analysis on the company; which is used extensively for scanning, assessment & analysis of the internal as well as external business environment of an organization as part of the strategic planning process. The framework generates a snapshot of the company's inherent strengths & weaknesses as part of the internal environment assessment and outlines potential growth opportunities as well as threats as part of the external environment assessment.

The report also incorporates analysis of key industry trends, issues & challenges, risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis. The report concludes by providing comprehensive market outlook over medium term.

Relevance & Usefulness:

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:

Strategic Planning & Decision-Making process

Identification of & Insights into Potential Growth Opportunities & Avenues

Analysis of Medium Term Strategy Focus and Key Strategies & Plans

Market Evolution & Demand Projections for Medium Term

Assessment & Analysis of Emerging Market as well as Technology Trends & Developments

Contingency planning for current Strategies & Programs

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

Strategic Perspective on the Business & Strategic Outlook for 2016

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2016

For Whom:

The report is a key information resource on Daimler AG given its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in

the Company and/or the Global Trucking Industry and will be especially useful for Key Decision-Makers, Program & Project Managers, Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Technology Services Providers, Fleet Operators, Maintenance & Other Services Providers and other Key Players in the Industry Value Chain. The report will also be useful for existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists, Financing & Leasing Companies, Researchers and all those associated with the industry.

Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation enables Easy Comprehension

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

Contents

SECTION - 1

Business Structure & Snapshot

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Product Portfolio; Major Products, Programs and Key Competitors
- f) Market Capitalization/Ownership Structure
- g) Key Executives
- h) Shareholding/Ownership Pattern & Structure

SECTION – 2

Financial Performance Snapshot; Charts & Analysis

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

SECTION – 3

SWOT Analysis

- Sources of Strengths which could be Leveraged
- Weaknesses to Overcome & Offset
- Opportunities to Capitalize Upon
- Threats to Mitigate

SECTION – 4

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
- Acquisitions, Strategic Alliances & JVs
- Other Strategies & Strategic Initiatives

SECTION – 5

Global Trucking Industry; Force Field Analysis; Analysis of Driving & Restraining Forces and their Overall Dynamics

- Driving Forces
- Restraining Forces

SECTION – 6

Key Trends

- Market Trends
- Technology Trends

SECTION – 7

Key Issues, Challenges & Risk Factors

SECTION – 8

Global Medium & Heavy Truck Market; Strategic Outlook to 2024

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