

# **Daimler AG - Trucks - Annual Strategy Dossier - 2021 - Strategic Focus, Key Strategies & Plans, SWOT, Trends & Growth Opportunities, Market Outlook**

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## **Abstracts**

The 2021 annual edition of this Strategy Dossier report analyses the overall strategy focus and provides Insights into the Strategies & Plans being conceptualized & pursued by Daimler AG for its Trucks business for the near to medium term horizon. Daimler's plans to build further on its existing leadership of the global medium and heavy truck market spearheaded by continued dominance of the North American truck market, while taking on stiff challenge from Volvo & PACCAR besides Traton's latest market foray, and sustained technological leadership continue to be the key pivots of the company's overall strategy amid continued series of complex & difficult challenges presented by the COVID-19 crisis across most key markets & regions which contracted with China being the biggest exception to this global trend with the Chinese heavy duty truck market bucking the trend effectively and growing by almost 25%+ and registering a record 1.6 million truck units for 2020.

The Global Trucking industry has been impacted significantly by the COVID-19 outbreak in 2020 with declining volumes as well as profitability across OEMs while the industry continues to make steady progress towards development of sustainable technologies geared towards decarbonization of transportation. The efforts have primarily been led by battery electric & fuel cell technologies with the tipping point for electric trucks likely to come in 2021 with serial assembly of electric trucks scheduled to commence across trucking behemoths, Daimler & Volvo joined by PACCAR. Further, mass market production & introduction of hydrogen powered trucks across Europe by 2030 too is in the pipeline under the H2Accelerate initiative by the industry. The rapid move towards decarbonization & sustainability has also led to a spike in M&A activity as well as JVs & partnerships amongst leading industry players with the same likely to see a further uptick going forward.

Against this backdrop, the report provides a comprehensive analysis on the company starting with a detailed business and financial snapshot, incorporating charts, tables and analysis based on latest financial statements. An insightful & comprehensive SWOT framework analysis is also provided; which is used extensively for scanning, assessment & analysis of the internal as well as external business environment of an organization as part of 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 and 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 for the global medium & heavy truck market over medium term with overview of demand projections across key markets & regions.

### **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

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

Identification of & Insights into Potential Growth Opportunities & Avenues

Market Evolution & Demand Growth Projections over Next Decade

Assessing potential impact of emerging Market 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 the company for 2021

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market Outlook for 2021

**For Whom:-**

The report is a niche, key & vital information resource on Daimler AG with its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company and all those with strategic interest & stakes in the Global Trucking Industry. The report will be extremely useful for Key Decision-Makers, Program Managers, Global Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Associated Equipment Manufacturers 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 Trucking industry. The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations, 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.

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