

Daimler AG - Trucks - Strategy Dossier - 2017 - Strategic Focus & Priorities, Key Strategies & Plans, SWOT, Trends & Challenges, Market Outlook

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Abstracts

Global Trucking industry 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 market has been on the recovery path over the recent years while battling a difficult & complex global macroeconomic environment marked by a growing macroeconomic divide amongst key global economies as of late with the North American market in a cool down phase following a 12% year on year growth for heavy duty truck segment in 2015. The European MHCV market on the contrary continues to do well in 2016 after a decent 2015 wherein the heavy duty truck market registered a 19% year on year growth. However, there is a key divide amongst emerging markets with respect to economic growth & market conditions with India clearly leading the BRIC block in terms of economic growth; followed by a moderate economic growth in China while other key emerging markets, namely, Brazil & Russia face strong headwinds & a host of complex politico-economic challenges which continue to impact overall demand across these markets.

However, the significant projected growth for medium & heavy trucks sales across emerging markets over the next decade and the rapidly expanding scope of technology evolution & integration 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. Europe has played a key role in the evolution of the trucking industry globally having led & spearheaded the pace as well as direction of technology development over the decades with a number of path breaking and cutting edge technologies developed by the European OEMs. The European industry has also been instrumental in spearheading & shaping the four key latest megatrends, namely, Safety, Efficiency, Connectivity and Autonomous Driving technologies for commercial

vehicles.

Against this backdrop, the report analyzes the overall strategy focus and provides Insights into & Comprehensive analysis of the Strategies & Plans being conceptualized & pursued by Daimler Trucks 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 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 over medium term with overview of demand projections across key market segments & key geographic 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 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 2017

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market Outlook for 2017

For Whom:-

The report is a key information resource on Daimler Trucks 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 Medium & Heavy Truck Market. The report will be extremely useful for Key Decision-Makers, Program Managers, Global Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Fleet Operators, Suppliers, Vendors, Technology Solutions & Other Services Providers, 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 industry/sector.

Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation

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Superior & Enriched User Experience with Incorporation of Relevant Images

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