

Comparative SWOT & Strategy Focus - 2019-2023 - Global Top 7 Medium & Heavy Truck Manufacturers - Daimler, Volvo, MAN, Scania, PACCAR, Navistar, Iveco

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Abstracts

The 2019 annual edition of this report provides a comprehensive Comparative SWOT framework & Strategy Focus Analysis on the World's Top 7 Medium & Heavy Truck Manufacturers. The report analyzes the overall, Near to Medium Term Strategy Focus and provides insights into the Key Strategies & Plans being developed by the leading Global Truck manufacturers for the near to medium term horizon. The framework analyzes the Strengths & Weaknesses of the Industry OEMs from a standalone as well as relative perspective based on a comprehensive analysis of:-

Product Portfolio & its Strategic Positioning

Breadth & Depth of Presence across Key Markets, Segments & Programs

Analysis of overall Cost Base, Structure & its Management

Analysis of Revenue streams, Resource Base & Key Competencies

Profitability, Key Profit Sources, Growth & Trend Analysis

Capital & Ownership Structure and Financial Strength

Key Competitor Analysis across Market Segments & Degree of Competitive Intensity

Competitive Market Positioning across Key Global Markets, Segments & Market Share

Overall Strategy Focus, R&D Strategy, Technological Strength & Capabilities

Report Excerpts:-

1. Demand for Medium & Heavy Trucks starts to trudge downhill across North America & Europe after a period of strong activity over the recent years
2. Industry OEMs focused on aligning production output with the demand levels while continuing to invest in technologies for the future
3. Complex & challenging global macroeconomic environment marked by ongoing wave of protectionism, trade wars and slowing down of world economy posing serious challenges over near term
4. Trucking industry on the cusp of a technology led transformation phase with the electrification of trucks almost nearing the inflection point
5. The battle for electric trucks getting fierce with leading industry incumbents facing serious challenge from start-ups and new industry entrants
6. OEMs continuing to integrate an array of sensors, equipment & technologies on-board trucks which is likely to lead to the evolution of a number of new business models & concepts
7. The trucking industry's development and evolution over medium term is going to be defined and shaped by technology which has been evolving rapidly and is poised to disrupt markets at a lightning pace
8. Development of Services Business, Flexibility of Production Systems, Tight Cost Controls while continuing to Invest in the Right Technologies for the future are going to be key priorities for the OEMs over near term

Relevance & Usefulness: The report will be useful for:-

Strategic Planning, Assessment & Decision-Making Processes

Competitor Analysis & Comparative Analysis of covered Industry OEMs

Identification of & Insights into Potential Growth Opportunities & Avenues

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

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

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential & a key resource for those associated with and having strategic interest in the Global Medium & Heavy Truck Market. The report will be especially useful for

Key Decision-Makers

Program & Procurement Managers

Industry OEMs, Top Management of Industry Players & Other Companies

Fleet Operators

Suppliers, Vendors, Technology & MRO Services Providers and other Key Players in the Industry Value Chain

Existing & potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

PE Firms, Venture Capitalists and Financing & Leasing Companies

Researchers and all those associated with the industry in general

Contents

SECTION - 1

Business Structure & Snapshot – World's 7 Leading Medium & Heavy Truck Manufacturers

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Revenues
- f) Market Capitalization
- g) Key Executives
- h) Shareholding/Ownership Pattern & Structure

SECTION - 2

Financial Performance Snapshot & Analysis – Charts & Analysis for each Company:

- 1. Revenue Base & Growth Trend
- 2. Revenues Split by Key Segments
- 3. Revenues Split by Key Geographic Markets & Regions
- 4. Gross Earnings & Margin Trend
- 5. Operating Earnings & Operating Margin Trend
- 6. Return on Sales Trend
- 7. Profitability Growth Trend
- 8. Cash Flow from Operations
- 9. R&D Expenditure Trend
- 10. CAPEX Trend

SECTION – 3

SWOT Analysis

Sources of Strengths to be Leveraged
Weaknesses to Overcome
Opportunities for Growth
Threats to be Mitigated & Negated

SECTION – 4

Comparative Analysis of Strengths

Daimler AG
Volvo AB
MAN Truck & Bus AG
Scania AB
Iveco S.p.A.
PACCAR Inc.
Navistar International Corporation

SECTION – 5

Comparative Analysis of Weaknesses

Daimler AG
Volvo AB
MAN Truck & Bus AG
Scania AB
Iveco S.p.A.
PACCAR Inc.
Navistar International Corporation

SECTION – 6

Strategy Focus across OEMs – Near to Medium Term – For the 7 Leading Medium & Heavy Truck Manufacturers

Daimler AG
Volvo AB
MAN Truck & Bus AG
Scania AB
Iveco S.p.A.
PACCAR Inc.
Navistar International Corporation

SECTION – 7

Analysis of Key Strategies & Plans for the 7 Leading Truck OEMs – Near to Medium Term

1. Product Portfolio Strategies & Plans
2. Market Specific Strategies & Plans
3. R&D Strategies & Plans
4. Growth Strategies & Plans
5. Business and Corporate Strategies & Plans
6. Sales & Marketing Strategies & Plans
7. Production/Manufacturing Strategies & Plans
8. Financial Strategies & Plans
9. Acquisitions, Strategic Alliances & JVs
10. Other Strategies, Strategic Initiatives & Imperatives

SECTION – 8

Key Trends

Industry Trends

Market Trends

Technology Trends

SECTION – 9

Key Issues, Challenges & Risk Factors

SECTION – 10

Global Medium & Heavy Truck Market - Force Field Analysis - Analysis of Driving & Restraining Forces and their Overall Dynamics

Driving Forces

Restraining Forces

SECTION – 11

Global Medium & Heavy Truck Market - Strategic Outlook through 2026

Analysis of Emerging Market Scenario
Demand Outlook for Medium & Heavy Trucks
Insights into Potential Growth Opportunities
Growth Projections for the Global Medium & Heavy Truck Market through 2026

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