

# **Global Top 7 Medium & Heavy Truck Manufacturers - Strategy Focus & Comparative SWOT Framework Analysis - 2015-2018 - Daimler, Volvo, MAN, Scania, PACCAR, Navistar, Iveco**

<https://marketpublishers.com/r/G58312DE6B8EN.html>

Date: September 2015

Pages: 142

Price: US\$ 1,475.00 (Single User License)

ID: G58312DE6B8EN

## **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 provides a comprehensive & insightful Comparative SWOT Framework Analysis and Analyzes the Near to Medium Term Strategy Focus for the Global Top 7 Truck Manufacturers. The report analyzes the Strengths & Weaknesses of leading industry players from a standalone as well as relative perspective based on a detailed analysis of their Internal & External environment respectively focusing on key, strategic parameters, which include: analysis of overall cost base & structure, resources & key competencies, profitability & profit sources,

product portfolio analysis & its strategic positioning, key competitor analysis & degree of competitive intensity, competitive market positioning across key global markets, analysis of key strategies & plans, overall strategy focus & orientation, R&D capabilities & key programs being pursued. The framework after analyzing strategic positioning of industry players analyzes their overall strategic fit & the degree of strategic responsiveness to external environmental factors, which include:- Near to Medium term demand projections, prevailing market dynamics, emerging market & technology trends, issues, challenges & potential risk factors to be able to assess their ability to derive further business growth by capitalizing on potential growth opportunities effectively while mitigating threats simultaneously over near to medium term.

Relevance & Usefulness: The report will be useful for:

Strategic Planning & Decision-Making process

Identification of & Insights into Potential Growth Opportunities & Avenues

Competitor Analysis & Comparative Analysis of OEMs

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

Assessing potential impact of emerging Market Trends & Developments

Contingency planning for current Strategies & Programs

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

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential for those having strategic interest in the global trucking industry. The report will be especially useful for Key Decision-Makers, Program & Project Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Sales & Distribution Channels, Fleet Operators & Managers, Fleet Maintenance Services & Telematics/Technology Solutions 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 or any of these companies.

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

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

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

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