

# **Global Top 7 Truck Manufacturers - Company Dossier - 2015 - Strategies, Plans, SWOT, Trends & Overall Strategy Focus across OEMs - Daimler, Volvo, MAN, Scania, PACCAR, Navistar, Iveco**

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## **Abstracts**

The report is a comprehensive company dossier & a strategic resource on the world's 7 leading truck manufacturers providing key insights, analysis & information. The initial sections provide a snapshot & overview on the business operations & market positioning of each industry OEM while the SWOT framework analyzes the core Strengths & Weaknesses for each of the truck manufacturers. The SWOT framework subsequently analyzes & identifies potential growth opportunities & avenues and imminent/emerging threats for each key industry OEM based on their strategic product portfolio & market positioning, core strengths & weaknesses and overall strategy focus & orientation against the backdrop of emerging industry dynamics & trends. The report analyzes the overall strategic fit & the degree of strategic responsiveness of OEMs to external environmental factors, which include, prevailing industry dynamics & emerging as well as latent industry trends, issues, challenges & potential risk factors to assess their ability to be able to derive further business growth by capitalizing on potential growth opportunities effectively while negating threats simultaneously over near to medium term.

Further, analysis & insights into the key strategies, plans & overall strategy focus for each OEM for 2015 are provided in the report. The concluding sections of the report provide insights into the key industry trends, issues & challenges, risk factors & near to medium term strategic outlook for the industry. The report concludes by providing a Force Field framework analysis on the global trucking industry.

Industry Backdrop: Headwinds placing enhanced focus on competitiveness across

## OEMs despite presence of strong fundamentals & long-term demand drivers

The global trucking industry is driven by strong fundamentals & presence of long term, sustainable demand as well as growth drivers given the key role played by the transportation industry towards economic growth & development. The current & near term picture for the industry, however, shows a difficult terrain marked by a multitude of complex challenges which will have to be navigated by the industry skillfully. The global trucking industry faces headwinds with slowing down of the world economy, stalling of economic recovery in the EU, slump in mining & moderate growth in construction activity besides continued economic challenges across BRIC markets which are likely to impact demand for medium & heavy duty truck segment significantly over near term. Continued demand growth for Class 6-8 trucks in the North American Truck market; driven by continued improvement in freight demand & construction activity; remains as the key growth driver for global trucking industry of-late with emerging markets, too, facing economic issues & challenges. However, continued R&D activity & technological development by the industry; transpiring into enhanced safety, efficiency, performance while offering increased environmental sustainability & reduced operating as well as total lifecycle costs; is likely to be the key demand & growth driver over medium term.

The North American medium & heavy truck market is projected to witness moderate growth over near term with the focus, stance & timing of fiscal & monetary policy interventions in the U.S. likely to be crucial for the industry over near term. Additionally, major alterations in the global terms of trade with falling crude oil prices & continued slide in Euro against the U.S. Dollar are likely to be favorable for the industry. The tumbling of crude oil prices are likely to boost activity & fleet utilization levels while slide in Euro is likely to bolster competitiveness & profitability for the European OEMs, which traditionally derive a substantial share of their revenues from outside continental Europe. Also, significant investments towards infrastructure repair, rebuilding & development are likely to be made by the U.S., Turkey & India over medium term which is likely to drive demand as well as activity across these markets.

Range & Scope of Analysis on OEMs includes:

Revenues & Profitability Growth Trend

Operating Margin Trend

Product Portfolio Analysis & Positioning

R&D and Capital Expenditure Trend

Presence across Markets & Regions

Analysis of overall Revenue, Cost Base & Structure

Profitability Analysis & Key Profit Sources

Competitive Positioning across Market Segments

Overall Strategy Orientation & Focus and Key Strategies & Plans

Relevance & Usefulness: The report will be useful for

Quick Overview, Take & Inputs on Key Numbers & Business Operations for OEMs

Identification of Core Strengths & Weaknesses for each of the 7 Key Industry Players

Identification & Analysis of Potential Growth Opportunities, Avenues & Threats

Key Strategies, Plans & Strategy Focus for Industry OEMs for 2015

Analysis of Key & Emerging Industry Trends, Issues, Challenges & Potential Risk Factors

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

Analysis of Forces Driving as well as restraining the Industry & their Overall Dynamics

Strategic Perspective on the Industry's Near to Medium Term Outlook

For Whom: Key Decision-Makers across Industry Value Chain

This Company Dossier report will be essential for those associated with and having interest in the Global Trucking industry and any of these companies. The report will be especially useful for Key Decision-Makers, Top Management of Companies, OEMs, Suppliers, Distributors, Vendors and other Key Players in the Industry Value Chain as well as existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists & all those associated with the Trucking industry or any of these companies.

**HIGHLIGHT:**

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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- g) Key Executives
- h) Shareholding/Ownership Pattern & Structure

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- Strengths to be Leveraged
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- Threats to be negated & mitigated

### SECTION – 4

Key Strategies, Plans & Overall Strategy Focus

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

Range of Strategies & Plans covered:-

Product Portfolio Strategies & Plans  
Market Specific Strategies & Plans  
R&D Strategies & Plans  
Growth Strategies & Plans  
Business and Corporate Strategies & Plans  
Sales & Marketing Strategies & Plans  
Production/Manufacturing Strategies & Plans  
Financial Strategies & Plans

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Key Industry Trends

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Driving Forces  
Restraining Forces

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Key Industry Issues, Challenges & Risk Factors

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Strategic Outlook – Near to Medium Term

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