

# Global Trucking Industry - Force Field Framework Analysis - 2014

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## Abstracts

### 1. Backdrop & Overview:

The report analyses & provides Key Insights into the Global Trucking Industry through a comprehensive, quantitative Force Field Framework analysis. The framework:

Identifies Key Driving & Restraining Forces Impacting the Global Trucking Industry

Quantifies Strength, Magnitude & Potential Degree of Impact of each Driving & Restraining Force

Assesses the Overall Dynamics & Interplay of Driving & Restraining Forces

Generates an Overall, Quantitative Strategic Snapshot of Industry Forces

The framework thus identifies key forces that are driving & restraining the industry and their overall dynamics in a quantitative format that provides useful inputs to be incorporated into the medium term strategic planning & decision-making process.

### 2. Backdrop: Global Trucking Industry Continues to Tread Cautiously on the Recovery Path:

The U.S. heavy truck market registered a 11% decline through the first half of 2013 & a 9% contraction through the end of September in 2013 while the European market contracted by 13% during H1 & by 8% through the first 8 months of 2013 despite

significant order intake across OEMs in Q2 & Q3. In the U.S. market, the freight rates have remained tepid while the freight volumes have grown moderately during Q3 with spurt in consumer spending & strong housing starts that is likely to drive replacement demand across carriers & bolster class 8 truck production subsequently, especially, with improving corporate profits.

The European market makes a key transition with the Euro 6 emission standards coming into effect from January 01, 2014. Also, the seasonal uptick in demand anticipated from November 2013 through January 2014 is likely to boost deliveries across OEMs. The OEMs, however, are maintaining a cautious stance with respect to the overall production rate with uncertainty over fiscal & monetary policy matters, especially, in the U.S. market.

## 2. Relevance & Usefulness: Provides Inputs for Strategic Planning & Decision Making Process

### **The report will provide & would be useful for:**

Strategic, Quantitative Snapshot on the Dynamics of Industry Driving & Restraining Forces

Gaining access to Key Inputs for Strategic Planning & Decision-Making Process

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

Gaining a Strategic Perspective on the Industry's Strategic Outlook for 2014

Gaining access to Key Industry Trends, & Insights; Crucial Inputs for Decision-Makers

## 3. For Whom: Key Decision-Makers across Industry Value Chain

The report would be essential for those having strategic interest in the Global Trucking Industry & 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 & those associated with the Industry.

#### 4. Report Highlights: Visual Representation/Orientation with a Slide based Architecture

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations with visual representation & orientation based on a slide architecture, 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.

#### 5. Key Takeaways: Enhanced Scope of Utilization & Application with Visual Representation

This PowerPoint architecture based report provides high readability & ease of navigation and saves significant amount of time by saving the end-user the effort of sifting through voluminous pages of text besides enhancing the scope of retention, utilization & application of analysis with visual representation and incorporation of relevant images to support & supplement the analysis.

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Key Industry Trends

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