

Global Trucking Industry - SWOT Framework Analysis - 2014

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Abstracts

1. Overview:

The report provides an insightful SWOT Framework Analysis of the Global Trucking industry amid the difficult industry conditions & a complex & uncertain global macroeconomic environment. The framework generates a snapshot of the industry'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 environmental assessment.

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.

3. Relevance & Usefulness: Provides Inputs for Incorporating into Broader Strategic Planning & Decision-Making Process

The report provides insights & inputs to be incorporated into the broader strategic planning & decision making processes.

The report will be useful for:

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

Analysis of inherent Industry Strengths & Weaknesses

Identification & Analysis of Potential Growth Opportunities & Emerging Threats

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

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

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

4. 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.

5. 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.

6. 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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