

# **Hitachi Construction Machinery Co., Ltd.- Annual Strategy Dossier - 2021 - Strategic Focus, Key Strategies & Plans, SWOT, Trends & Growth Opportunities, Market Outlook**

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## **Abstracts**

The 2021 annual edition of the report analyses the overall strategy focus and provides Insights into & Comprehensive analysis of the Strategies & Plans being conceptualized & likely to be pursued by Hitachi Construction Machinery Co. Ltd. for the near to medium term horizon with Hitachi gearing up for the age of Autonomous, Connected and Electric construction equipment through broadening of internal technological capabilities by harnessing technology start-ups with underlying plans to develop autonomous mining equipment featuring IoT and AI technologies starting with ultra-large hydraulic excavators for mining over near term. Additionally, China forms a key pivot of Hitachi's growth plans going forward with the company focusing on the 12-20 Ton class excavator segment for the near term with expansion of the existing product line-up through new product introductions featuring connected technologies.

The Global Construction Equipment market witnessed a relatively limited impact from the outbreak of COVID-19 in 2020 albeit expectations of an impending, major market correction with the market resistance led clearly by the Chinese Construction Equipment & Heavy Truck markets which clearly defied the contractionary trend witnessed globally by registering strong, double digit year on year gains in unit sales for 2020 spurred by the roll-out of stimulus measures by the Chinese government aimed at bolstering economy after an early recovery & resurgence from the lockdown in April 2020 itself. The global demand for construction equipment is projected to register a steady recovery & growth over near to medium term with most key global economies likely to witness an uptick in demand following similar fiscal interventions likely to be pursued & sustained by governments across most regions going forward coupled with strong global

economic recovery projections by the IMF for 2021 & 2022, led by the U.S., which is projected to exceed its pre-COVID economic growth momentum & clock 6.4% GDP growth for 2021.

Further, the massive, \$2 trillion infrastructure plan just outlined by the Biden administration in early April 2021 geared towards comprehensive repair & rebuilding of roads, railroads, bridges & ports in the U.S. could turn out to be the much needed shot in the arm for the construction industry going forward and could take the market towards & even beyond the demand peak of 2018, and seen prior to that in 2011, once again, with an outlay of \$115 billion planned towards repair of highways & bridges alone, if it gets approved by the Congress. However, much of that will be contingent on the pace & trajectory of global macroeconomic recovery from the COVID-19 going forward, direction of U.S. policy posture towards global trade under Biden administration, sustainment of recovery in global crude oil as well as commodity prices, all of which will have a direct & significant bearing on the shape of the growth curve for the industry going forward.

Against this rapidly evolving industry and market backdrop; the report provides a comprehensive analysis on the company starting with a detailed business and financial snapshot, incorporating charts, tables and analysis based on latest financial statements. An insightful & comprehensive SWOT framework analysis is also provided; which is used extensively for scanning, assessment & analysis of the internal as well as external business environment of an organization as part of strategic planning process.

The report also incorporates analysis of key industry trends, issues & challenges and risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis. The report concludes by providing comprehensive market outlook for the global construction equipment market over medium term.

Relevance & Usefulness:

The report provides insights & inputs to be incorporated into the broader strategic planning & decision making processes and will be essential from a competitive analysis standpoint as well.

The report will be useful for:

**Strategic Planning & Decision-Making processes**

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

Identification of & Insights into Potential Growth Opportunities & Avenues

Market Evolution & Demand Growth Projections over Medium Term

Assessing potential impact of emerging Market Trends & Developments

Contingency planning for current Strategies & Programs

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

Strategic Perspective on the Business & Strategic Outlook for the company for  
2021

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market  
Outlook for 2021

For Whom:-

The report is a niche, key & vital information resource on Volvo CE and the Global Construction Equipment Market with its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company and all those with interest & stakes in the Global Construction Equipment market and/or the Construction Industry. The report will be extremely useful for:-

Key Decision-Makers

Program Managers

Global Procurement Managers

Top Management of Industry Players & Companies

Industry Value Chain, including, OEMs, Suppliers, Vendors, Associated  
Equipment Manufacturers & Technology Solutions providers

Existing & potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

PE Firms & Venture Capitalists

Financing & Leasing Companies

Researchers & Educators

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