

# **Kobelco Construction Machinery Co. Ltd. - Annual Strategy Dossier - 2022 - Strategic Focus, Key Strategies & Plans, SWOT, Trends & Growth Opportunities, Market Outlook**

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## **Abstracts**

The 2022 edition of this Annual Strategy Dossier report analyses the overall strategy focus and provides Insights into the Strategies & Plans being conceptualized & pursued by Kobelco Construction Machinery Co. Ltd. for the near to medium term horizon with construction in a marked upswing phase since late 2020 while the global economy has been striving to make a comeback from the COVID-19 pandemic. Kobelco's construction equipment portfolio has excavators & cranes as its core pivots with the niche company focusing on strengthening its market positioning across traditional markets with the pursuit of a two-pronged strategy pivoted around heavy & mini excavator market segments with technology, product quality & reliability as key tenets. Kobelco also plans to grow its recently launched used crane service business while further strengthening & broadening its technological capabilities going forward.

The Global Construction Equipment market has been on a roll as of-late with booming demand for equipment across North America & Europe (despite the slump in China) with continued infrastructure investments, strong housing starts in the U.S., strong demand from the commodities segment and robust fleet utilization across operators back to pre-COVID levels while facing modest headwinds in form of continued challenges from the COVID-19 pandemic marked by supply chain disruptions & bottlenecks, labor shortages, rising material costs, limited freight capacity & semi-conductor chip shortages which continue to impede the pace of overall recovery momentum. Further, the recent passing of \$1.2 trillion infrastructure Investment & Jobs Act in the U.S. is likely to provide a massive boost to the construction industry over medium term along with the scheduled transition to sustainability geared towards rapid

de-carbonization. However, projections for the slowdown of global economic recovery over near term owing to uncertainty over the likely direction of the pandemic & rising inflation levels necessitating monetary policy tightening are likely to be key concerns for the industry. Overall, the CE industry is likely to continue riding the ongoing market rally in 2022 with most key markets projected to register steady growth, with the exception of China, which continues to be in the correction mode following real estate sector woes and a zero-tolerance policy towards COVID-19.

Against this 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 framework generates a snapshot of the company'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 environment assessment.

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 medium & heavy truck market over medium term with overview of demand projections across key markets & regions.

#### 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 process

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

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  
2022

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market  
Outlook for 2022

For Whom:-

The report, with its unique disposition & strategy focus, is a niche, key & vital information resource on Kobelco Construction Machinery Co. Ltd. The report would be quintessential for those having interest, stakes or investments in the Company and all those with operational or strategic involvement and/or stakes in the Global Construction Equipment Market or presence in the industry value chain at any stage or level of production. The report will be extremely useful for Key Decision-Makers, Program Managers, Global Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Associated Equipment Manufacturers 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 Trucking industry. 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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