

# **MAN Truck & Bus AG - H1 2013 - Strategic Snapshot, SWOT Analysis, Strategic Initiatives & Developments, Key Trends & Outlook**

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## **Abstracts**

This strategic report provides key insights into the strategic business aspects of MAN Truck & Bus AG based on a holistic assessment as well as comprehensive analysis of business structure, performance, strategies, plans, initiatives & outlook against the backdrop of an evolving industry landscape & shifting global dynamics with the industry facing significant pressures from the ongoing slump in economic activity across key traditional markets. Most leading industry OEMs, however, continue with their focus on development of new platforms as well as sustainable alternate fuel based powertrain technologies aimed at enhanced operating economics, in addition, to continued efforts towards further strengthening & deepening of existing presence across emerging markets in order to capitalize on growth opportunities more effectively. Overall, the global truck market is projected to grow at 3%-4% annually over the medium term till 2020 with strong growth prospects over the long-term.

This report on MAN Truck & Bus AG also includes an insightful SWOT framework analysis on the company; which is used extensively for an assessment of the internal as well as external business environment of an organization as part of the 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.

### **Useful for:**

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:**

Competitive Assessment as well as Comprehensive Strategic Business Analysis

Assessment & evaluation of company's degree of responsiveness as well as strategic orientation towards the External Environment

Gaining access to Key Inputs to be incorporated into the Strategic Planning & Decision-Making Process

Identification of Opportunities which could be capitalized upon

Identification of Potential Threats in the business environment

Analysis of and Insights into key Strategic Initiatives being pursued as well as Developments for the company

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

Gaining a Strategic Perspective on the Business & Industry Outlook for 2013 through an insightful Force Field Framework Analysis

Gaining access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook

**For Whom:**

The report would be essential for those having strategic interest in the Global Trucking Industry or the Company & 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 or the company.

**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.

**Report Updates:**

For purchases made beyond 3 months from the month of original publication, the report would be updated with latest financial data as well as strategic developments for the company, prior to dispatch, in order, for the analysis to be most relevant & useful for the end-users.

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