

# **MAN Truck & Bus SE - 2017 - Strategic Factor Analysis Summary(SFAS) Framework Analysis**

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## **Abstracts**

The report provides key insights into the overarching Strategic Positioning and degree of Environmental Responsiveness of MAN Truck & Bus SE through a Strategic Factor Analysis Summary (SFAS) framework analysis; also referred to as Quantitative SWOT Analysis, against the backdrop of an evolving industry landscape & shifting global dynamics with the Global Medium & Heavy Truck Market witnessing continued, steady demand growth in Western Europe in 2016 while the NAFTA market is in a cool down phase after registering strong demand growth in 2015. Emerging markets, on the contrary, face a complex set of political-economic challenges, except India, with demand for medium & heavy trucks still below usual averages. However, the global trucking industry is on the verge of a virtual transformation driven by the four key megatrends, namely, Connectivity, Autonomous Driving Technologies, Safety and Efficiency (collectively termed CASE) which together are poised to transform the industry landscape altogether over medium term with the simultaneous evolution of innovative business models as well as concepts, like mobile applications for matching freight load capacity with demand, Truck Platooning & New, innovative Service Models & Concepts etc. The trucking industry landscape of 2016, thus, is radically different from how it was a couple of years back with technology occupying strategic positioning & leading the overall pace of change which is likely to pick up further momentum going forward.

The report provides an overall SFAS score on MAN Truck & Bus SE based on an analysis of the company's strategic positioning in the current as well as projected market dynamics and its degree of responsiveness to its internal & external environment respectively with the objective of assessing as to how favorably is the company positioned (with its portfolio, underlying strategy & state of operations etc.) and how responsive it is to the nature & pace of changes taking place within its internal

and external environment respectively. The framework generates an insightful snapshot of the prevailing, overall strategic equation for the company by identifying, weighing, prioritizing & ranking significant strategic factors present in the internal & external environment through an Internal Factor Analysis Summary (IFAS) matrix & External Factor Analysis Summary (EFAS) matrix respectively based on the strategic significance & potential degree of impact of factors along-with each respective company's corresponding degree of responsiveness to those factors. The final Strategic Factor Analysis Summary (SFAS) framework amalgamates the IFAS & EFAS matrices into a single matrix providing a holistic, overarching view.

The numeric SFAS score and the analysis produced by the framework, thus, is highly useful for competitive & comparative analysis from a current as well as emerging reality perspective with the framework assessing strategic positioning & the degree of responsiveness of the company towards the present as well as emerging market & industry dynamics, thereby, analyzing the ability to be able to create & capitalize on potential growth opportunities effectively by harnessing & navigating the changing market & technology landscape effectively while leveraging structural & core strengths and negating threats & overcoming challenges simultaneously.

SFAS, as a framework, thus, scores significantly over the traditional SWOT analysis framework, in terms, of its ability to quantify a range of strategic factors categorized into strengths, weaknesses, opportunities & threats respectively based on the nature & potential degree of effect of each strategic factor being analyzed, thereby, making it much more effective for competitive assessment & analysis and from a strategic planning standpoint with the creation of a quantitative strategic snapshot on the company/business being analyzed.

#### Relevance & Usefulness of the Report:

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, Comparative Analysis & Strategic Planning

Overall Strategic Equation & Quantified, Numeric SFAS score based on analysis of Strategic Positioning, Market Dynamics & Responsiveness.

Analysis of degree of Congruence between Emerging Market Landscape & Strategy focus

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

Analysis & Assessment of Emerging Market, Technology Trends & Developments impacting the Industry/Sector

Analysis of Forces Driving as well as restraining the Industry & their overall Dynamics

Analysis of Market Evolution with Medium Term Demand Growth Projections & Outlook

#### For Whom:

The SFAS Framework analysis report is essential & a must have for Senior Industry Personnel and all those with strategic interest & stakes in the Global Medium & Heavy Truck Market. The report will be extremely useful for Key Decision-Makers, Program & Procurement Managers, Top Management of Industry Players & Other Companies, Suppliers, Vendors, Fleet Operators & Logistics Solutions Providers, Associated Equipment Manufacturers, Technology Solutions Providers, Sales & Distribution Channels, MRO Services Providers 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, Researchers and all those associated with the industry.

#### Features, Benefits & Reasons to Procure:

Availability of a Translated Copy of the Report in Select, Multiple Languages on Request at No Additional Cost – French, German, Spanish, Italian & Portuguese

Provides Macro View and Big Picture Quickly

Visual Representation

Blend of Quantitative & Qualitative Analysis

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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