

# **Sany Construction Company Ltd. - Strategy Dossier - 2015 - Key Strategies, Plans, SWOT, Trends & Strategic Outlook**

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## **Abstracts**

Introduction, Industry Backdrop & Report Overview:

The report provides comprehensive insights into the overall, near term Strategy Focus, Key Strategies & Plans and Strategic Priorities for Sany Construction Company Ltd. against the backdrop of an evolving & emerging industry landscape with the global construction equipment industry facing significant headwinds of-late with slowing down of the world economy and stalling of economic recovery in the EU impacting activity & demand for construction equipment severely across most markets & regions. The continued construction activity & growth in North America has been the only bright spot in an otherwise lackluster picture. Mining activity globally, too, has been impacted significantly by the continued downturn in commodity prices & slowing down of world economic growth resulting in acceleration of M&A activity in the mining sector which is likely to persist through 2015 adding further to the woes of leading construction & mining machinery manufacturers.

The stalling of the EU economic recovery started impeding construction activity & demand in the EU market in Q3 2014; which so far had been progressing well on recovery path this year until August 2014 with a 10% YoY growth; with fears of further escalation of Ukraine crisis and the likely impact on Russian energy exports to Europe dampening business confidence & economic activity across EU. BRIC markets, too, grapple with their unique set of challenges & issues spearheaded by China, which has been a construction behemoth over the past decade, projected to slow down with the pursuit of structural reforms impacting economic growth significantly & driving deceleration of growth momentum which is likely to persist through 2015 with the GDP growth forecast for China pegged to slow down to 6.9% by 2016. India, on the contrary,

has been pacing up well with respect to economic reforms, deregulation & stronger policy focus on growth being on priority with GDP growth projected to pace up to 6.6% in 2016 as against estimates of 5.4% for 2014 with increased focus & allocation towards infrastructure development likely over near term. Economic growth in Brazil remains sluggish while Russia faces western sanctions over the Ukraine crisis, which has impacted economic growth severely.

North America, thus, remains as the sole growth driver for the construction industry with strong housing starts in 2014 & continued improvement in construction activity which is likely to see a further increase over near term with strong & high double digit growth projections for housing starts for 2015 besides likely investments towards infrastructure repair. The focus, stance & timing of fiscal & monetary policy interventions in the U.S., thus, are going to be crucial for the industry over near term.

### **Scope of Analysis:**

The report provides Key Insights into Strategies & Plans being conceptualized, formulated & implemented by Sany Construction Company Ltd. for the near to medium term horizon. This report on Sany Construction Company Ltd. 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.

The report concludes by providing comprehensive insights into the key & emerging industry trends, issues, challenges & risk factors besides identifying key driving & restraining forces and assessing their potential degree of impact through a force field analysis followed by industry outlook for 2015.

### **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:**

Competitive Assessment as well as Comprehensive Strategic Business Analysis

Assessment of Degree of Environmental Responsiveness as well as Strategy Focus

Key Inputs for 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 Strategies & Plans being pursued by the company

Identifying & highlighting areas for Strategic Changes, Adjustments & Realignment

Gaining a Strategic Perspective on the Business & Strategic Outlook for 2015

Access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2015

### **For Whom:**

The report is a niche, key & vital resource on the Business Strategy Domain given its unique disposition & strategy focus. The report would be quintessential for those associated with and having strategic interest in the Global Construction Industry, Construction Machinery manufacturing & any of these companies. The report 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, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists & all those associated with the Global Construction Equipment Industry or any of these companies.

### **Report 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.

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