

Sany Heavy Industry Co. Ltd. - Strategic Business Review - 2013 - Key Strategies, Plans, SWOT, Trends & Outlook

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Abstracts

This Strategic Report Analyzes & provides Insights into the Key Strategies & Plans for Sany Heavy Industry Co. Ltd. for the year 2013 based on a comprehensive assessment of company's global business operations & strategic orientation against the backdrop of an evolving market landscape & industry backdrop; marked by continuing global environmental uncertainty amid difficult overall macroeconomic conditions emanating from the widening Euro-zone debt crisis, the rising U.S. fiscal deficit level, weakness in the Chinese economy & continued inflationary pressures across emerging markets that have led to a 43% decline in profits for Sany in Q1 2013.

The industry fundamentals, however, remain solid and the long-term industry growth prospects still appear robust, driven, primarily, by the significant anticipated investments likely to be made towards infrastructure repair & rebuilding across traditional markets, especially, in the United States and rapid infrastructure development required across emerging markets to sustain economic growth & rapid urbanization

The report analyzes, looks into & provides strategic insights into the key strategies & plans crafted & being pursued by Sany to navigate through the shifting dynamics of the global construction equipment industry with the growth focus shifting to emerging markets from the traditional and continued string of product renewals across the industry driven by technological innovations based on strong R&D activity.

Key Strategies & Plans included in the Report:

1. Product Portfolio Strategies & Plans
2. Market Specific Strategies & Plans - Traditional & Emerging Markets

3. R&D Strategies & Plans
4. Growth Strategies & Plans
5. Business and Corporate Strategies & Plans
6. Sales & Marketing Strategies & Plans
7. Production/Manufacturing Strategies & Plans

Key Excerpts/Findings from the Report:

1. Analysis of Sany's Strategies for Diversification of its Global Manufacturing Footprint.
2. Analysis of Sany's Product Portfolio Strategies.
3. Emerging Markets to Spearhead Global Industry Growth over Medium Term.
4. Infrastructural Constraints to be the major Bottlenecks for Growth across Emerging Markets.
5. Technological Developments to be a Key Demand Driver across Traditional Markets.
6. Analysis of Key Technological Innovations Likely to Shape the Future of the Industry

Relevance & Usefulness of the Report:

This comprehensive report on Sany Heavy Industry Co. Ltd. will provide & will be useful for:

Strategic Planning, Competitive Analysis & Decision-Making Processes

Strategic & Competitive Assessment Purposes

Comprehensive Strategic Assessment of Strengths & Weaknesses

Identification & Analysis of Imminent Market Opportunities & Emerging Potential Threats

Assessment & Evaluation of degree of responsiveness to the external environment

Insights into key Business as well as Growth Strategies & Plans being pursued by the company

Identifying & Highlighting areas for Potential Strategic Adjustments, Changes & Realignment

Gaining access to Key Industry as well as Market Trends & Insights

Analysis of Forces Driving & restraining the Industry & their overall Dynamics through an insightful Force Field Analysis

Strategic Business Outlook for 2013

For Whom:

The report would be essential for those having strategic interest in the Global Construction Equipment Industry & 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.

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Industry Outlook for 2013

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