

Sany Heavy Industry Co. Ltd. - Strategy Brief - 2014 - Key Strategies & Plans

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Date: November 2013

Pages: 10

Price: US\$ 135.00 (Single User License)

ID: SC2456BCDC2EN

Abstracts

1. Rationale:

This Strategy Brief analyses & provides comprehensive insights into the Strategic Positioning, Strategic Priorities, Strategic Responsiveness and Key Strategies & Plans for Sany Heavy Industry Co. Ltd. based on a holistic assessment as well as comprehensive analysis of Business Activities, Strategic Initiatives, Business & Strategic Developments and Strategic Moves & Measures against the backdrop of an evolving industry landscape & shifting global dynamics.

The industry & macro-environmental developments indicate towards tough projections for 2013 with the industry growth projected to stay flat at best and contract by 5%-10% at worst in 2013. In the U.S., housing starts have been encouraging so far in 2013 compensating well for the dip in non-residential public construction activity coupled with the Fed's intent to keep short term credit rates artificially low through 2014, which augurs well for the industry. The strong housing starts & modest non-residential construction activity are likely to drive replacement demand in North America and partially offset continued weakness in Europe & China.

2. Relevance & Usefulness: Strategic Business Analysis, Planning & Decision-Making Process

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 strategic orientation

Gaining access to Key Inputs for Strategic Planning & Decision-Making Process

Analysis of and Insights into the overall Strategic Blueprint of the company

Identifying & highlighting areas for Strategic Changes, Adjustments & Realignment

3. For Whom: Key Decision-Makers across Industry Value Chain

The report would be essential for those having strategic interest in Sany and 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.

4. Report Highlights: Visual Representation/Orientation with a Slide based Architecture

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations with visual representation & orientation based on a slide architecture, 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.

5. Key Takeaways: Enhances Scope of Utilization/Application with Visual Representation & Saves Time

This PowerPoint architecture based report provides high readability & ease of navigation and saves significant amount of time by saving the end-user the effort of sifting through voluminous pages of text besides enhancing the scope of retention, utilization & application of analysis with visual representation and incorporation of relevant images to support & supplement the analysis.

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Corporate Strategies & Plans

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Manufacturing/Production Strategies & Plans

Business Growth Strategies & Plans Organic & Inorganic

Financial Strategies & Plans

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