

# Scania AB - Strategy Brief - Q1 2014 - Strategic Initiatives, Developments, SWOT, Trends & Outlook

<https://marketpublishers.com/r/SFF4380CE54EN.html>

Date: April 2014

Pages: 20

Price: US\$ 150.00 (Single User License)

ID: SFF4380CE54EN

## Abstracts

### 1. Overview & Rationale:

The report provides comprehensive analysis as well as holistic assessment of the Strategic Initiatives, Strategic Measures, Business & Strategic Developments and Strategic Activities as well as Moves for Scania AB for Q1 2014 and provides an analysis of how they integrate with & fit into the medium term strategic picture & overall business strategy against the backdrop of an evolving industry landscape & recovering global macroeconomic indicators with the industry focusing on staying competitive amid significant pressures on topline growth.

#### Global Trucking Industry Continues to Tread Cautiously on the Recovery Path:

The U.S. heavy truck market registered a 5% decline in 2013 and stood at 236,300 trucks while the European market (Europe 30) grew by 8% in 2013 to reach the 240,200 level. In the U.S. market, the freight rates have remained tepid while the freight volumes have grown moderately with spurt in consumer spending & strong housing starts that are likely to drive replacement demand across carriers & bolster class 8 truck production subsequently, especially, with improving corporate profits. The OEMs, however, are maintaining a cautious stance with respect to the overall production rate and are focusing on efficiency enhancement measures to boost profitability. In Europe, the growth was driven by new product introductions by OEMs besides the replacement demand spurt triggered by the scheduled transition to Euro VI emission standards from January 01, 2014.

#### Most Key Truck Markets Projected to Stay Flat in 2014:

Overall, the total market for heavy duty trucks in Europe is projected to stay flat in 2014 at the 230,000 level. The U.S. market, too, is projected to register a low, single digit growth for 2014 and pegged to reach the 250,000 level with slow pace of economic recovery amid continued fiscal & economic challenges. Almost all BRIC markets, too, are projected to stay flat in 2014 with respect to the heavy & medium duty truck segments.

#### Strong, Long-Term Industry Fundamentals:

The industry fundamentals, however, remain solid and the long-term industry growth prospects still appear robust with the global truck demand projected to grow at 3%-4% annually through 2020 with strong growth prospects over long-term driven by steady economic recovery projections for traditional markets and continued economic growth momentum across emerging markets.

### **3. Scope of Analysis:** Strategic Initiatives, Developments, Plans, SWOT, Key Industry Trends & Force Field Analysis

The report provides Key Insights into the Key Strategic Initiatives, Developments & Plans being pursued by Scania AB. The report also includes an incisive 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 industry trends, issues, challenges, risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis followed by industry outlook for 2014.

### **4. 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

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 2014

Access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2014

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

The report would be essential for those having strategic interest in Scania AB and the Global Trucking 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.

**6. 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.

**7. 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, immediate utilization & application of analysis with visual representation and incorporation of relevant images to support & supplement the analysis.

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