

Strategic Orientation Mapping - World's 7 Leading Truck-Making Companies – 2011

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Abstracts

This Strategic Orientation Mapping report is a comprehensive strategy dossier & provides detailed analysis & key insights into the strategic business aspects of these 7 leading Global Truck-Making companies based on a comprehensive assessment of their strategies & outlook against the backdrop of an evolving industry landscape; making a steady recovery from the global economic crisis with a surge in new order intake as well as overall deliveries across all key players, primarily, with the introduction of a number of new, state-of-art platforms; along-with significant investments towards development of a range of eco-friendly , alternate fuel based drive-system technologies across Western Europe & North America aimed at reducing overall environmental impact & to achieve energy security over long-term.

The report will be especially useful for:

Strategic Planning & Decision-Making Process

Comprehensive Strategic & Competitive Assessment of key market players

Relative Assessment of Strengths & Weaknesses

Assessment & Evaluation of degree of responsiveness to the external environment

Identification of Opportunities which could be capitalized upon by each company

Identification of Potential Threats in the business environment specific to each

selected market player

A round-up of Significant Business Developments for each key truck-maker

Perspective on Key Strategic Initiatives being pursued by each company

Insights into key Business Strategies & Plans being pursued by each key truck-maker

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

Gaining a Strategic Perspective on the Business & Strategic Outlook for each company for 2011

This Strategic Orientation Mapping report would be essential for those having strategic interest in the Global Trucking Industry or any of these companies & will be especially useful for key decision makers, top management of companies, suppliers, vendors, current & potential investors, industry & company analysts & those associated with the industry or the company.

The report is comprehensive yet concise & compact at the same time; built on the Microsoft PowerPoint platform; thus enabling & ensuring prompt and informed decision making.

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