

# **Terex Corporation - H1 2013 - Strategic Snapshot, SWOT Analysis, Strategic Initiatives & Developments, Key Trends & Outlook**

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## **Abstracts**

This strategic report provides key insights into the strategic business aspects of Terex Corporation based on a holistic assessment as well as comprehensive analysis of business structure, performance, strategies, plans, initiatives & outlook against the backdrop of an evolving industry landscape & shifting global dynamics. The industry, however, has been combating significant pressures of late with the growth rate in 2012 limited to a low, single digit value amid a difficult & uncertain macroeconomic environment in the western hemisphere and the continued weakness in Chinese market with the economy treading on the recovery path fastidiously since Q4 2012 after the country's long bid to contain inflationary pressures through a host of monetary policy measures. Most global OEMs are facing significant pressure on machinery sales, order intake & profitability as of the end of first quarter of 2013 amid difficult global conditions further compounded by the ongoing slump in mining activity indicating towards tough projections for 2013 with the industry growth projected to stay flat at best and contract by 5%-10% at worst in 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.

This report on Terex Corporation 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.

**Useful for:**

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 & evaluation of company's degree of responsiveness as well as strategic orientation towards the External Environment

Gaining access to Key Inputs to be incorporated into the 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 Strategic Initiatives as well as Business Developments being pursued by the company

Identifying & highlighting areas for making potential Strategic Changes, Adjustments & Realignment

Gaining a Strategic Perspective on the Business & Strategic Outlook for 2012

Gaining access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook

**For Whom:**

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

**Report Updates:**

For purchases made beyond 3 months from the month of original publication, the report would be updated with latest financial data as well as strategic developments for the company, prior to dispatch, in order, for the analysis to be most relevant & useful for the end-users.

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