

Terex Corporation - Strategy Brief - 2015 - Key Strategies & Plans

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Abstracts

The report provides comprehensive insights into the overall, near term Strategy Focus and Key Strategies & Plans for Terex Corporation against the backdrop of an evolving & emerging industry landscape with the global construction equipment industry facing significant headwinds of-late with slowing down of the world economy and stalling of economic recovery in the EU impacting activity & demand for construction equipment across most markets & regions. The continued construction activity & growth in North America has been the only bright spot in an otherwise lackluster picture. Mining activity globally, too, has been impacted significantly by the continued downturn in commodity prices & slowing down of world economic growth resulting in acceleration of M&A activity in the mining sector which is likely to persist through 2015 adding further to the woes of leading construction & mining machinery manufacturers.

The stalling of the EU economic recovery started impeding construction activity & demand in the EU market in Q3 2014; which so far had been progressing well on recovery path this year until August 2014 with a 10% YoY growth; with fears of further escalation of Ukraine crisis and the likely impact on Russian energy exports to Europe dampening business confidence & economic activity across EU. BRIC markets, too, grapple with their unique set of challenges & issues spearheaded by China, which has been a construction behemoth over the past decade, projected to slow down with the pursuit of structural reforms impacting economic growth significantly & driving deceleration of growth momentum which is likely to persist through 2015 with the GDP growth forecast for China pegged to slow down to 6.9% by 2016. India, on the contrary, has been pacing up well with respect to economic reforms, deregulation & stronger policy focus on growth being on priority with GDP growth projected to pace up to 6.6% in 2016 as against estimates of 5.4% for 2014 with increased focus & allocation towards infrastructure development likely over near term. Economic growth in Brazil remains

sluggish while Russia faces western sanctions over the Ukraine crisis, which has impacted economic growth severely.

North America, thus, remains as the sole growth driver for the construction industry with strong housing starts in 2014 & continued improvement in construction activity which is likely to see a further increase over near term with strong & high double digit growth projections for housing starts for 2015 besides likely investments towards infrastructure repair. The focus, stance & timing of fiscal & monetary policy interventions in the U.S., thus, are going to be crucial for the industry over near term.

Relevance & Usefulness:

Against this backdrop, the report provides key insights into the near term strategy focus and key strategies & plans being conceptualized & implemented by Terex Corporation. The report provides 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 overall, near term Strategy Focus

Key Inputs for Strategic Planning & Decision-Making Process

Analysis of and Insights into key Strategies & Plans being conceptualized & pursued by the company

Identifying & highlighting areas for Strategic Changes, Adjustments & Realignment

Gaining a Strategic Perspective on the Business & Strategic Outlook for 2015

Access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2015

For Whom:

The report is a niche, key & vital resource on the Business Strategy Domain given its unique disposition & strategy focus. The report would be quintessential for those associated with and having strategic interest in the Global Construction Industry, Construction Machinery manufacturing & the company. The report 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, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists & all those associated with the Global Construction Equipment Industry.

Report 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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Strategic Outlook

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