

Terex Corporation - Strategy Dossier - 2016 - Key Strategies, Plans, SWOT, Trends & Outlook

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Abstracts

The report analyzes the Overall Strategy Focus and provides Insights & Comprehensive analysis of the Strategies & Plans being conceptualized & pursued by Terex Corporation for the medium term horizon against a dismal industry backdrop with continued demand slump for new construction machinery across most key global markets & regions led by China & Latin America. The report also includes an insightful & comprehensive SWOT framework analysis on the company; which is used extensively for scanning, assessment & analysis 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 also incorporates analysis of key industry trends, issues & challenges, risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis. The report concludes by providing market outlook for near to medium term.

Relevance & Usefulness:

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:

Strategic Planning & Decision-Making process

Identification of & Insights into Potential Growth Opportunities & Avenues

Analysis of Medium Term Strategy Focus and Key Strategies & Plans

Market Evolution for Construction Equipment likely over Near Term

Assessment & Analysis of Emerging Market as well as Technology Trends & Developments

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

Strategic Perspective on the Business & Strategic Outlook for 2016

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2016

For Whom:

The report is a key information resource on Terex Corporation given its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company and/or the Global Construction industry and will be especially useful for Key Decision-Makers, Procurement & Project Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Construction Companies & Business Owners, Equipment Fleet Managers & Rental Companies, Technology & Maintenance Services Providers and other Key Players in the Industry Value Chain. The report will also be useful for existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists, Financing & Leasing Companies, Researchers and all those associated with the industry.

Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation enables Easy Comprehension

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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