

# Volkswagen AG - Strategy Brief - H1 2014

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## Abstracts

Strategic Activity Analysis & Overarching, Near-Term Strategy Focus:-

This strategy brief report provides updates on & insights into the Strategic Activities, Initiatives & Developments for Volkswagen AG for H1 2014 and analyses the Overarching, Near-term Strategy Focus.

Industry & Market Trends, Growth Avenues & Industry Force Field:-

The report also analyses & provides comprehensive insights into the key industry trends, technology trends, market & segment specific trends, growth avenues & drivers, constraints, issues, challenges & risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact on the company through a force field analysis followed by analysis of short to medium term industry outlook.

For - Key Players across Industry Value Chain, Investors & Analysts/Advisory Firms:-

The report would be useful & provide significant value-add 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 Advisors, PE & VC Firms, Management & Strategy Consultants and those having strategic interest in or those associated with the Industry or the Company.

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