

# **Volvo AB - Trucks - Strategy Dossier - 2017 - Strategic Focus & Priorities, Key Strategies & Plans, SWOT, Trends & Challenges, Market Outlook**

<https://marketpublishers.com/r/VCC5F1AA6F7EN.html>

Date: November 2016

Pages: 35

Price: US\$ 215.00 (Single User License)

ID: VCC5F1AA6F7EN

## **Abstracts**

Global Trucking industry is driven by strong fundamentals & has long term, sustainable growth drivers given the key role played by the transportation industry towards economic growth & development globally. The market has been on the recovery path over the recent years while battling a difficult & complex global macroeconomic environment marked by a growing macroeconomic divide amongst key global economies as of late with the North American market in a cool down phase following a 12% year on year growth for heavy duty truck segment in 2015. The European MHCV market on the contrary continues to do well in 2016 after a decent 2015 wherein the heavy duty truck market registered a 19% year on year growth. However, there is a key divide amongst emerging markets with respect to economic growth & market conditions with India clearly leading the BRIC block in terms of economic growth; followed by a moderate economic growth in China while other key emerging markets, namely, Brazil & Russia face strong headwinds & a host of complex politico-economic challenges which continue to impact overall demand across these markets.

However, the significant projected growth for medium & heavy trucks sales across emerging markets over the next decade and the rapidly expanding scope of technology evolution & integration are amongst the top trends & drivers which are likely to drive industry growth & spearhead development of new business and service models as well as concepts over the next decade. Europe has played a key role in the evolution of the trucking industry globally having led & spearheaded the pace as well as direction of technology development over the decades with a number of path breaking and cutting edge technologies developed by the European OEMs. The European industry has also been instrumental in spearheading & shaping the four key latest megatrends, namely, Safety, Efficiency, Connectivity and Autonomous Driving technologies for commercial

vehicles.

Against this backdrop, the report analyzes the overall strategy focus and provides Insights into & Comprehensive analysis of the Strategies & Plans being conceptualized & pursued by Volvo Trucks for the medium term horizon. 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 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 and risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis. The report concludes by providing comprehensive market outlook over medium term with overview of demand projections across key market segments & key geographic regions.

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

Analysis of Medium Term Strategy Focus and Key Strategies & Plans

Identification of & Insights into Potential Growth Opportunities & Avenues

Market Evolution & Demand Growth Projections over Next Decade

Assessing potential impact of emerging Market Trends & Developments

Contingency planning for current Strategies & Programs

Identifying & highlighting areas for making potential Strategic Changes,

Adjustments & Realignment

Strategic Perspective on the Business & Strategic Outlook for 2017

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market Outlook for 2017

For Whom:-

The report is a key information resource on Volvo Trucks with its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company and all those with strategic interest & stakes in the Global Medium & Heavy Truck Market. The report will be extremely useful for Key Decision-Makers, Program Managers, Global Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Fleet Operators, Suppliers, Vendors, Technology Solutions & Other Services Providers, Associated Equipment Manufacturers 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/sector.

Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

## Contents

### SECTION 1

#### Business Structure & Snapshot

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Product Portfolio Major Product Platforms, Programs and Key Competitors
- f) Market Capitalization/Ownership Structure
- g) Key Executives
- h) Shareholding/Ownership Pattern & Structure

### SECTION – 2

#### Financial Performance Analysis – Charts & Analysis:

1. REVENUE BASE & GROWTH TREND
2. REVENUES SPLIT BY KEY SEGMENTS
3. REVENUES SPLIT BY KEY GEOGRAPHIC MARKETS & REGIONS
4. GROSS EARNINGS & MARGIN TREND
5. OPERATING EARNINGS & OPERATING MARGIN TREND
6. RETURN ON SALES TREND
7. PROFITABILITY GROWTH TREND
8. CASH FLOW FROM OPERATIONS
9. R&D EXPENDITURE TREND
10. CAPEX TREND

### SECTION – 3

#### SWOT Analysis

- Sources of Strengths which could be Leveraged
- Weaknesses to Overcome & Offset
- Opportunities to Capitalize Upon
- Threats to Mitigate

### SECTION – 4

#### Strategic Focus & Priorities

## **SECTION 5**

### Key Strategies & Plans

Product Portfolio Strategies & Plans

Service Level Strategies & Plans

Technological and R&D Strategies & Plans

Market Specific Strategies & Plans Traditional & Emerging Markets

Corporate Strategies & Plans

Sales, Marketing & Branding Strategies and Plans

Manufacturing/Production Strategies & Plans

Business Growth Strategies & Plans Organic & Inorganic

Financial Strategies & Plans

Acquisitions, Strategic Alliances & JVs

Other Strategies & Strategic Initiatives

## **SECTION – 6**

Global Medium & Heavy Truck Market Force Field Analysis Analysis of Driving & Restraining Forces and their Overall Dynamics

Driving Forces

Restraining Forces

## **SECTION – 7**

### Key Trends

Industry Trends

Market Trends

Technology Trends

## **SECTION – 8**

Key Issues, Challenges & Risk Factors

## **SECTION – 9**

Strategic Market Outlook through 2024

## **1 ANALYSIS OF EMERGING MARKET SCENARIO FOR MEDIUM & HEAVY**

## TRUCKS

### **2 GLOBAL DEMAND OUTLOOK FOR MEDIUM & HEAVY TRUCKS – PROJECTIONS FOR KEY MARKETS & REGIONS**

## I would like to order

Product name: Volvo AB - Trucks - Strategy Dossier - 2017 - Strategic Focus & Priorities, Key Strategies & Plans, SWOT, Trends & Challenges, Market Outlook

Product link: <https://marketpublishers.com/r/VCC5F1AA6F7EN.html>

Price: US\$ 215.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/VCC5F1AA6F7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

