

# **World's 7 Leading Construction Equipment Manufacturers - Strategic Initiatives, Developments & Focus - Q1-Q3 2012 - Caterpillar, Komatsu, Volvo, CNH, Hitachi, Sandvik, Terex**

<https://marketpublishers.com/r/W28778A77BDEN.html>

Date: September 2012

Pages: 60

Price: US\$ 1,255.00 (Single User License)

ID: W28778A77BDEN

## **Abstracts**

### **STRATEGIC RATIONALE:**

The report brings to forefront & provides key insights as well as an incisive perspective through a comprehensive analysis of the Strategic Initiatives, Developments as well as Focus of these 7 key Global Construction & Mining equipment manufacturing companies(Caterpillar, Komatsu, Volvo, CNH, Hitachi, Sandvik, Terex) against the backdrop of an evolving industry landscape & market situation; marked by a significant decline in demand for equipment in China, the World's most significant market for construction equipment, during the first half of 2012 with the construction activity facing a slowdown as the country tries to establish an equilibrium amongst inflationary pressures and efforts to stoke up economic growth momentum. The North American market & emerging markets in Asia, excluding, China, continue with their growth momentum while European economic issues continue to impact the market sentiments in Western Europe. Almost all key global OEMs, therefore, are in the process of aligning production levels with the demand situation consequently and managing the product as well as market mix strategically amid a difficult, complex, challenging & uncertain Global Macroeconomic Environment.

Against this backdrop, @The report will be useful for:

Strategic Planning, Competitive Analysis & Decision-Making Process

Comprehensive Strategic & Competitive Assessment of these 7 Key Industry

## Players

Identification & Analysis of Imminent Market Opportunities & Emerging Potential Threats

Relative Assessment of Strengths & Weaknesses of each company

Assessment & Evaluation of degree of responsiveness to the external environment

Identification of Opportunities which could be capitalized upon by each company

Identification of Potential Threats in the business environment specific to each player

Insights into key Business Strategies & Plans being pursued by each key equipment manufacturer

Identifying & Highlighting areas for Potential Strategic Adjustments & Realignment

Gaining access to Key Industry as well as Market Trends & Insights

Analysis of Forces Driving as well as restraining the Industry & their overall Dynamics

### **FOR WHOM:**

The report would be essential for those having strategic interest in the Global Construction & Mining Equipment Industry or any of these companies & will be especially useful for key decision makers, top management of companies, suppliers, vendors, current & potential investors, industry & company analysts & those associated with the industry or the companies included in the study.

### **HIGHLIGHT:**

The report is comprehensive yet concise & compact at the same time; built on the

Microsoft PowerPoint platform; thus, rendering it custom-built for meetings & presentations while enabling & ensuring prompt and informed decision making as a ready self-reckoner.

**COMPANIES INCLUDED IN THE REPORT:**

Caterpillar Inc.

Komatsu Limited

Volvo AB

CNH N.V.

Hitachi Construction & Machinery Co. Ltd.

Sandvik AB

Terex Corporation

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