

World's 7 Leading Truck-Makers - Strategic Initiatives, Developments & Focus - Q1-Q3 2012 - Daimler, Volvo, MAN, Scania, PACCAR, Navistar, Iveco

<https://marketpublishers.com/r/W415436ABC6EN.html>

Date: September 2012

Pages: 60

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

ID: W415436ABC6EN

Abstracts

STRATEGIC RATIONALE:

The report brings to forefront & provides key insights as well as an incisive perspective through a comprehensive analysis of the Strategic Focus and Strategic Initiatives as well as Developments being undertaken by these 7 key Global Truck-Making companies against the backdrop of an evolving industry landscape; marked by a stark downturn across Western Europe and Latin American markets while the North American market continues with its sales growth momentum driven by replacement demand albeit showing early signs of stagnation besides the Japanese market resurgence & strong, continued demand growth trend across emerging markets in Asia, Africa & Eastern Europe. However, stagnating order intake has been a key concern for almost all key global players so far in 2012 with almost all major OEMs aligning production levels in-line with the demand consequently. Almost, all key emerging economies on the other hand, especially China, grapple with inflationary pressures under a difficult, complex, challenging & uncertain Global Macroeconomic Environment. Most leading OEMs, however, continue with their focus on development of new platforms as well as sustainable alternate fuel based powertrain technologies aimed at enhanced efficiency, in addition, to continued efforts towards further strengthening & deepening of existing presence across emerging markets in order to partially offset the ongoing demand slump in Western Europe & Latin America.

RELEVANCE & USEFULNESS:

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

Strategic Planning, Competitive Analysis & for incorporating inputs into the 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 Strategies & Plans being pursued by each company

Identifying & Highlighting areas for Potential Strategic Adjustments & Realignment

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

Analysis of Forces Driving & restraining the Industry & their overall Dynamics through an insightful Force Field Analysis

FOR WHOM:

The report would be essential for those having strategic interest in the Global Trucking 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 any of these companies.

HIGHLIGHT:

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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:

Daimler AG

Volvo AB

MAN Truck & Bus AG

Scania AB

PACCAR Inc.

Navistar International Corporation

Iveco S.p.A.

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