

# **World's 7 Leading Construction Equipment Manufacturers - Key Strategies, Plans, SWOT, Trends & Strategic Outlook - 2013 - Caterpillar, Komatsu, Volvo, CNH, Hitachi, Sandvik, Terex**

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## **Abstracts**

The report is a complete strategy dossier & brings to forefront & provides key insights as well as an incisive perspective based on a comprehensive assessment as well as analysis of the Key Strategies & Plans of these 7 key Global Construction Equipment manufacturing companies against the backdrop of an evolving industry landscape; marked by a stark downturn across key traditional & emerging markets with significant pressure on order intake & sales levels. Further, with the slowing down of mining activity, the demand for mining equipment, too, has also been impacted significantly.

Thus, with declining order intake & sales numbers being a key concern for almost all key global players of-late almost all major OEMs are in the process of constantly aligning production levels in-line with the demand consequently. Almost, all key emerging economies on the other hand, especially China, grapple with inflationary pressures & are trying to stoke up economic growth momentum under a difficult, complex, challenging & uncertain Global Macroeconomic Environment. Most leading OEMs, however, continue with their focus on development of new platforms, product range extensions & new technologies, 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. Overall, the late resurgence in construction activity in China during Q4 2012 driven by a host of fiscal measures initiated by the Chinese Government augurs well for the industry going forward into 2013. However, the first half of 2013 is expected to be somewhat difficult for the industry with ongoing pressure on sales levels.

**Relevance & Usefulness:**

Thus, amid the continuing uncertainty & difficult global macro-economic conditions; the report will be useful for:

Strategic Planning, Competitive Analysis & Benchmarking Exercise

Comprehensive Strategic & Competitive Assessment & Analysis for each key OEM

Relative Assessment of Strengths & Weaknesses of each player

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, Changes & Realignment

Gaining a Strategic Perspective on the Business & Strategic Outlook for all key players for 2013

Gaining access to Key Industry as well as Market Trends, Insights & Growth Opportunities

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

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

**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, OEMs, Suppliers, Distributors, Vendors and other Key Players in the Industry Value Chain as well as existing & potential Investors, industry & company analysts & those associated with the industry or any of these companies.

**Highlight:**

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations, being built on the Microsoft PowerPoint platform; in addition, to being a ready self-reckoner as well as a quick reference guide driving, enabling & ensuring prompt and informed decision making.

**Companies included in the Report:**

Caterpillar Inc.

Komatsu Ltd.

Volvo AB

CNH Global N.V.

Hitachi Construction Machinery Co. Ltd.

Sandvik AB

Terex Corporation

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