

World's 7 Leading Truck-Makers - Key Strategies, Plans, SWOT, Trends & Strategic Outlook - 2013 - Daimler, Volvo, MAN, Scania, PACCAR, Navistar, Iveco

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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 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 shows early signs of stagnation after the significant sales growth momentum of 2012.

However, declining order intake & sales numbers has been a key concern for almost all key global players of-late 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 & 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 as well as sustainable alternate fuel based powertrain technologies aimed at enhanced operating economics, 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 global truck market is projected to grow at 3%-4% annually over the medium term till 2020 with strong growth prospects over the long-term.

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

Strategic Insights into key Business Strategies & Plans being pursued by each key Truck-maker

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:

Daimler AG

Volvo AB

MAN Truck & Bus AG

Scania AB

PACCAR Inc.

Navistar International Corporation

Iveco S.p.A.

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