

# World's 7 Leading Truck-Makers - Strategic Initiatives, Developments, SWOT, Key Trends & Outlook for 2012

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## Abstracts

The report brings to forefront & provides key insights as well as an incisive perspective through a comprehensive analysis of the Strategic Initiatives as well as Developments for these 7 key Global Truck-Making companies against the backdrop of an evolving industry landscape; marked by stagnating order intake across all key players; after the steady demand recovery during the first nine months of 2011; and almost all major OEMs aligning production levels in-line with the demand slowdown consequently, as almost all key developed economies battle with mounting debt issues while the emerging economies, especially China, grapple with inflationary pressures under a difficult, complex, challenging & uncertain Global Macroeconomic Environment.

The report will be useful for:

Including Analysis as Vital Inputs for the Internal Strategic Planning & Decision-Making Process

Comprehensive Strategic Assessment as well as Analysis of Key Business Initiatives as well as Developments

Gaining access to Key Industry as well as Market Trends & Insights; crucial inputs for Decision-Makers

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

Identifying & highlighting areas for making potential Strategic Adjustments & Realignment

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 the company.

The report is comprehensive yet concise & compact at the same time; built on the PowerPoint platform; thus, enabling & ensuring prompt and informed decision making.

## Contents

### SECTION - 1

Business Structure & Snapshot - For each of the 7 companies covered:

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Revenues
- f) Market Capitalization
- g) Key Executives
- h) Shareholding Pattern & Structure

### SECTION - 2

Financial Performance Snapshot - Q1-Q3 2011 Vs.Q1-Q3 2010 and 2010 Vs. 2009 -  
For each Player

Sales Revenues Growth

Gross Earnings & Margin

Operating Earnings & Margin

Net Earnings

Profitability Growth

Profit Margins

Cash from Operations

### SECTION - 3

Business Segments - Snapshot - Q1-Q3 2011 Vs.Q1-Q3 2010 and 2010 Vs. 2009 - For  
each Company:

Revenues Growth Rate

Contribution to Revenues

Return on Sales

Profitability Growth

## **SECTION - 4**

Comprehensive Analysis of Strategic Initiatives & Developments - For all 7 Key Players

Product Level Initiatives

Services Level Initiatives

Technological Initiatives

Market Level Initiatives

Strategic Business Level Initiatives

Branding Initiatives

Manufacturing/Production related Initiatives

Key Sales Contracts

## **SECTION - 5**

SWOT Analysis - For Each Company

Sources of Strengths

Areas of Improvements

Opportunities to Capitalize Upon

Threats to Counter, Mitigate, Negate or Overcome

## **SECTION - 6**

Global Trucking Industry - Force Field Analysis

Driving Forces

Restraining Forces

## **SECTION - 7**

Key Industry Trends

Key Issues & Challenges

Risk Factors

Outlook

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