Comparative SWOT & Strategy Focus - 2016-2020 - Global Top 7 Medium & Heavy Truck Manufacturers - Daimler, Volvo, MAN, Scania, PACCAR, Navistar, Iveco

Description:

The Global Trucking industry is in the middle of a technology driven transformation marked by the advent of autonomous driving technologies and rapid growth in the scope of utilization of connected vehicles technologies which are virtually transforming the trucking industry with the evolution of new service concepts, propositions & models driving unprecedented service levels & standards made possible by the creation of a virtually integrated & inter-connected eco-system driving enhanced efficiencies across the entire chain. The Internet of Things (IoT), too, is poised to transform the production processes & industrial activities across the industry going forward with a seamless flow of data & information across the entire connected network & its effective utilization across a range of functions.

The cross sectional view of the industry highlights an asymmetric growth trend with varying & disparate economic conditions across key geographic markets & regions with traditional markets, led by North America, witnessing steady growth while emerging markets, led by Brazil, China & Russia, face a host of complex economic challenges creating asymmetric demand trend for medium & heavy trucks varying significantly across markets & regions. The demand for medium & heavy Trucks registered strong growth across EU & the U.S. markets in 2015 with robust freight activity, increasing fleet utilization and growing profitability for fleet operators with continued plummeting of crude oil prices. The U.S. Economy continues to prove itself as the stable cornerstone of the global economy with steady economic growth momentum followed by Europe which, too, continues to make slow economic recovery amid deflationary risks. The economic growth in China has slowed down to the lowest rate in over 25 years accompanied by continued financial markets volatility as the country strives to transition to a more consumption driven economy. Brazil & Russian economies, on the contrary, have been impacted severely by the energy sector downturn and are in recession, in addition, to the ongoing political crisis in Brazil with pressures likely to prevail across these economies over near term. Additionally, the ongoing mining slump with continued weakness in global commodity prices has impacted a number of other emerging markets as well. The global economy, thus, remains vulnerable to adverse shocks with market turbulence, oil price crash, weak commodity prices & continued geo-political conflict as key threats & risk factors to global economic growth.

Almost all key industry OEMs are investing & working towards creation of a technology driven strategic differentiation through development & integration of a range of cutting edge technologies into their product portfolio as a key source of competitive advantage while delivering enhanced value to fleet owners, operators & other stakeholders. The same is evinced most noticeably by Daimler's continued investments & significant advances as well as strides in the autonomous driving technologies domain which has made autonomous driving a reality with the company's overall strategy orientation spearheaded by technology. Additionally, the U.S. market has gained even further strategic significance for almost all key industry OEMs as of-late with steady growth momentum which is likely to be sustained over medium term with strong drivers visible. The OEMs, thus, are strengthening their product portfolio while reinforcing & expanding their distribution & aftermarket support network in the U.S. market. The keys for the OEMs, thus, are going to be to maintain & enhance competitiveness while managing variable market conditions and investing towards technology development & driving business growth from a long term perspective.

Against this backdrop, the report provides a comprehensive & insightful Comparative SWOT Framework Analysis and Analyzes the Near to Medium Term Strategy Focus for the Global Top 7 Medium & Heavy Truck Manufacturers. The report analyzes the Strengths & Weaknesses of leading industry players from a standalone as well as relative perspective based on a detailed analysis of their Internal & External environment respectively focusing on key, strategic parameters, which include: analysis of overall cost base & structure, resources & key competencies, profitability & profit sources, product portfolio analysis & its strategic positioning, key competitor analysis & degree of competitive intensity, competitive market positioning across key global markets, analysis of key strategies & plans, overall strategy focus & orientation, R&D capabilities & key programs being pursued. The framework after analyzing strategic positioning of industry players analyzes their overall strategic fit & the degree of strategic responsiveness to external environmental factors, which include:- Near to Medium term demand projections, prevailing market dynamics, emerging market & technology trends, issues, challenges & potential risk factors to be able to
assess their ability to derive further business growth by capitalizing on potential growth opportunities effectively while mitigating threats simultaneously over near to medium term.

Report Excerpts:-


- Comprehensive analysis of Daimler’s Near-term Strategic Plan aimed at Complete Transformation of the company’s European manufacturing footprint spurred by a spurt in near term R&D and CAPEX outlay.

- Analysis of Volvo’s Growing Strategic Focus on the North American market and Strategies & Plans aimed at further deepening its market presence and expanding market share in the NAFTA region.

- Analysis of MAN’s near term Focus on Bolstering Profitability, Growing Aftermarket Business and Continued Pursuit of Synergies with Scania & the VW Group.

- Analysis of Scania’s Plans to Grow Global Annual Unit Sales Volumes Significantly by 2020.

- Analysis of Key Technology Trends likely to Shape the Future of Trucking

Relevance & Usefulness: The report will be useful for:-

- Strategic Planning, Assessment & Decision-Making Process

- Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans for all OEMs

- Comprehensive Comparative Analysis of Strengths & Weaknesses for Key Industry OEMs

- Identification of & Insights into Potential Growth Opportunities & Avenues

- Analysis of emerging Market & Technology Trends and Developments

- Contingency planning for current Strategies & Programs

- Identifying & highlighting areas for making potential Strategic Changes, Adjustments & Realignment

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

- Medium Term Strategic Outlook, Inputs on Market Evolution & Demand Growth Projections

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential for those having strategic interest in the Global Trucking industry. The report will be especially useful for Key Decision-Makers, Program Managers, Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Sales & Distribution Channels, Truck Fleet Owners & Freighters, Truck Rental Companies, Technology Solutions Providers and other Key Players in the Industry Value Chain. The report will also be useful for existing & potential Investors, Industry & Company Analysts, Industry Service Suppliers, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists, Financing & Leasing Companies, Researchers and all those associated with the industry or any of these companies.

Features, Benefits & Reasons to Procure:-

- Provides Macro View and Big Picture Quickly
- Blend of Quantitative & Qualitative Analysis
- Significant Time Savings
- Visual Representation enables Easy Comprehension
- Meetings & Presentation Ready Format
- Superior & Enriched User Experience with Incorporation of Relevant Images

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- Iveco S.p.A.

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