



TheCaseSolutions.com

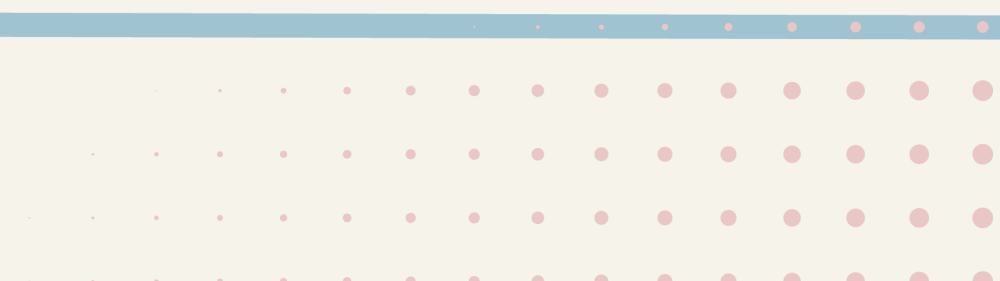
Number 1 in case studies solutions

CATERPILLAR TUNNELING CASE



INTRODUCTION


Caterpillar a global player in the heavy machinery industry is strategizing at the centre of tunneling problems. This case, available at thecasesolutions.com, looks into how a company needs to consider technological, market, and operations to succeed in the tunneling market. Tunneling division mainly concern with the machinery related to large projects such as infrastructure and it's a key success factor for Caterpillar in the global construction market.





KEY CHALLENGES


This is also true with the Caterpillar Tunneling division because of the stiff competition, high cost control, and low sales revenue. Customers are benefiting from increased competition with new technologies that reduce the operational cost. Their machines on the other hand are considered to be costly to users hindering their sales revenue growth.





PRODUCT INNOVATION

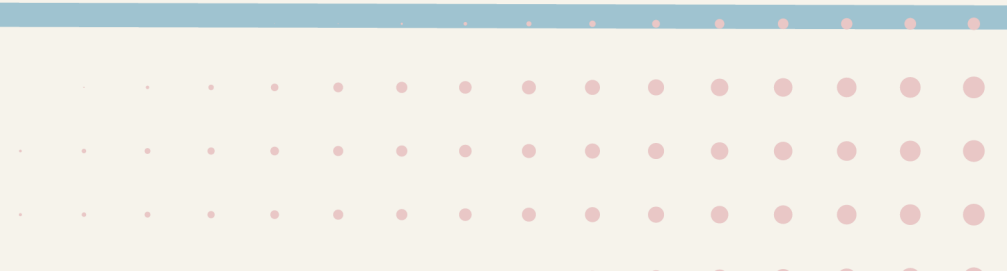
One of the options that Caterpillar could adopt is increase on its manufacturing and innovation, through using of tunneling machines and systems that would be more efficient and cheaper.





CONCLUSION

This paper reveals that the Caterpillar Tunneling case is a good example of the importance of strategic innovation and cost leadership in a cutthroat industry. Combination of such solutions will help Caterpillar approach its challenges effectively to remain the leading company in the sphere of tunneling.





RECOMMENDATION

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: Visit thecasesolutions.com for detailed analysis and more case studies.

