Sany Heavy Industries has become the largest producer of heavy equipment in the largest populated country in the world, which has launched them into the top five list of producers globally. While still being a relatively young company (being created in 1989), it is impressive that they have managed to crack the top 5 producers globally. A large part of their flourishing business plan is to be the industry leaders of research, development, and innovation. They promise to consistently have the newest technology at their fingertips for any construction plan. As such, they have to reinvest a sizeable amount (around 5%) of their revenue back into their research and development teams. This high level of innovation has allowed them to file thousands of patents to keep their competitive edge quite stellar. Their top goal is to overtake caterpillar as the leading manufacturer by the year 2025, which is quite the lofty goal considering the company is nearly 100 years old and controls about 20% of all manufacturing sales. Their plan largely hinges on the idea that their competitive advantage in technology will only grow through dumping money into R&D, thus driving sales and, in turn, creating more business opportunities. These opportunities could range from creating more subsidiaries internationally, to buying out companies or even simply to win more large-scale contracts that are up for grabs.

Unfortunately, this has not been as much of the case. This case study is about five years old, and since then, Sany has dropped a spot in the international equipment manufacturing rankings to 6th place. This lowering in rank is not to say they have done poorly, rather companies like Volvo and Liebherr have just been doing phenomenal as of late. Overall, their plan to be the industry leader by 2025 looks mostly out of reach, but the company itself is still headed in a highly profitable direction.