

Deere & Company – SWOT Framework Analysis

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Abstracts

Deere & Company is involved in the production of agricultural items, construction and forestry materials, commercial grounds care machinery, consumer lawn facilities, utility conveyance and similarly related financial services. Functioning through its parent company, John Deere, Deere has spread its chain across the Americas, Europe and Asia, supplying its diversified products.

The expansive product range has lowered substantial business risks, thereby making way for the portal of cross selling contracts for the company.

The company's latest financials are:

Revenues of \$23,112.4 million in FY 2009

Operating profit of \$2,382.2 million

Net profit of \$873.5 million

A SWOT Analysis is a strategic planning tool used to evaluate:

Strengths

Weaknesses

Opportunities

Threats

involved in a project or in a business venture. It involves identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

Aruvian's R'search analyzes the company Deere & Company in the SWOT Framework Analysis. The report includes the following:

Business segment analysis of Deere & Company

Major products & services of Deere & Company

Profile of the industry Deere & Company operates in

Profile of its major competitors – AGCO Corporation, Caterpillar, Inc., and Cummins, Inc.

SWOT Analysis of Deere & Company

Future Perspective of Deere & Company

Aruvian's R'search's report Deere & Company – SWOT Framework Analysis has a broad ranging content suitable for industry experts as well as logically initiating the industry beginners.

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