

Annual Strategy Guide - 2016 - World's Top 6 Agriculture Equipment Manufacturers - John Deere, CNH, AGCO, CLAAS, SAME Deutz-Fahr, Kubota - Strategic Focus & Priorities, Key Strategies & Plans, SWOT Analysis, Key Trends, Market Outlook

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Abstracts

The Global Agriculture Industry poised for Strong, long-term Growth driven by Strong Fundamentals & Demand Drivers while Near-Term Pressures & Challenges Persist

The Global Agriculture industry is driven by robust fundamentals & strong, long-term demand & growth drivers linked directly to a rapidly growing global population besides the cyclical demand from the bio-fuel industry for agriculture sources based feedstock linked directly to prevailing crude oil prices & policy framework. The global agricultural output is required to double itself by 2050 as against the present level, in order, to match the rate of global population growth, as per projections, amid diminishing natural resources, thus, highlighting & underscoring the imminent & urgent need for tremendously enhancing efficiency & productivity through precision farming, especially, across developing nations & least developed countries where the population explosion is actually projected to take place.

The current & near term view of the industry is, however, dominated by continued, significant pressures on farm incomes & profitability emanating from an altered supply side economics with record crop production across key geographic regions driving down crop prices & impacting farm incomes directly and significantly which is likely to continue to have a significant bearing on agriculture machinery sales over near term. Further, the current downturn in global energy markets with sustained downward trend in global crude oil prices has impacted the demand as well as production of agriculture feedstock based biofuels severely across North America & Western Europe, thereby,

further compounding the complexity of the challenges for the industry, especially, with a significant increase in corn planting acreages across these markets over the recent years. Additionally, continued economic contraction in Brazil for the consecutive three quarters in 2015 & slowdown in China are adding further to the woes. The multitude of pressures on top line growth have necessitated & rendered competitiveness as crucial to protecting profitability across industry OEMs which have been working towards optimizing & aligning their production output, cost base & industrial footprint with emerging demand scenario.

Overall, agriculture output growth over medium term across North America, Europe & Asia is likely to be driven, primarily, by efforts aimed at improving crop yield & productivity. Additionally, the Chinese Government's strong focus & push for development of Chinese rural agriculture sector over the next decade are likely to generate potential growth opportunities for regional as well as global OEMs with deep roots in China. Also, growing animal protein consumption trend across developing nations driven by rise in disposable incomes & growing urbanization is likely to drive growth for livestock, poultry & dairy sectors across these markets.

Against this backdrop, the report analyzes the Overarching Strategic Focus & Priorities and provides comprehensive insights into the Key Strategies & Plans being conceptualized, formulated & implemented by the World's Top 6 Agriculture Equipment Manufacturers for the near to medium term horizon as the industry faces a complex, challenging & rapidly evolving global macroeconomic & geopolitical environment. The initial sections of the report provide a snapshot & overview on the business operations & market positioning of each industry OEM while the SWOT framework analyzes the core Strengths & Weaknesses for each of the agriculture equipment manufacturers. The SWOT framework subsequently analyzes & identifies potential growth opportunities & avenues and imminent/emerging threats for each key industry OEM based on their strategic product portfolio & market positioning, core strengths & weaknesses and overall strategy focus & orientation. The concluding sections of the report provide insights into key & emerging market & technology trends, issues & challenges and risk factors. The report concludes by providing a Force Field framework analysis on the Global Agriculture Equipment Market and assessing the medium term Strategic Outlook for Agriculture Machinery along-with Inputs on Market Evolution & Growth Projections.

Relevance & Usefulness: The report will be useful for:

Strategic Planning, Assessment & Decision-Making Processes

Identification of & Insights into Potential Growth Opportunities & Avenues

Competitor Analysis & Comparative Analysis of covered Industry OEMs

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

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

Analysis of Emerging Market, Sector-specific & Technology Trends

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

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential for those having strategic interest in the global agriculture industry and/or the agriculture equipment market. 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, 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, 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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John Deere & Co.

CNH Industrial N.V.
AGCO Corporation
CLAAS Group
SAME Deutz-Fahr Group S.p.A.
Kubota Corporation

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Strategic Market Outlook – Agriculture Equipment
Analysis of Emerging Market Scenario
Global Demand Outlook
Demand Projections

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