

CLAAS Group - Strategic Business Review - 2013 - Key Strategies, Plans, SWOT, Trends & Outlook

<https://marketpublishers.com/r/CB5BB72685DEN.html>

Date: May 2013

Pages: 25

Price: US\$ 325.00 (Single User License)

ID: CB5BB72685DEN

Abstracts

This Strategic Report Analyzes & provides Insights into the Key Strategies & Plans for the CLAAS Group for the year 2013 based on a comprehensive assessment of company's global business operations & strategic orientation against the backdrop of an evolving market landscape & industry backdrop; marked by continuing global environmental uncertainty amid difficult overall macroeconomic conditions emanating from the widening Euro-zone debt crisis, the rising U.S. fiscal deficit level & continued inflationary pressures across emerging markets.

The industry, however, has strong, long-term industry fundamentals and is being driven by technological developments bolstering replacement demand across traditional markets, consolidation of farm sizes across traditional markets driving demand for larger machinery and the increasing need across emerging markets for ramping up the pace of mechanization of their agriculture sectors.

The report analyzes, looks into & provides strategic insights into the key strategies & plans crafted & being pursued by the CLAAS Group to navigate through the shifting dynamics of the global agriculture equipment industry with the growth focus shifting to emerging markets from the traditional and continued string of product renewals across the industry driven by technological innovations based on strong R&D activity.

Key Strategies & Plans included in the Report:

1. Product Portfolio Strategies & Plans
2. Market Specific Strategies & Plans - Traditional & Emerging Markets
3. R&D Strategies & Plans
4. Growth Strategies & Plans

- 5. Business and Corporate Strategies & Plans
- 6. Sales & Marketing Strategies & Plans
- 7. Production/Manufacturing Strategies & Plans

Key Excerpts/Findings from the Report:

- 1. Analysis of CLAAS Group's Technological Backbone & International Diversification Strategy
- 2. Analysis of CLAAS Group's Strategic Plans for the Asia-Pacific Region
- 3. Emerging Markets to Spearhead Global Industry Growth over Medium Term
- 4. Infrastructural Constraints to be the major Bottlenecks for Growth across Emerging Markets
- 5. Analysis of the Impact of Global Biofuel Industry on the Agriculture Sector
- 6. Analysis of Key Technological Innovations Likely to Shape the Future of the Industry

Relevance & Usefulness of the Report:

This comprehensive report on CLAAS Group will provide & will be useful for:

Strategic Planning, Competitive Analysis & Decision-Making Processes

Strategic & Competitive Assessment Purposes

Comprehensive Strategic Assessment of Strengths & Weaknesses

Identification & Analysis of Imminent Market Opportunities & Emerging Potential Threats

Assessment & Evaluation of degree of responsiveness to the external environment

Insights into key Business as well as Growth Strategies & Plans being pursued by the company

Identifying & Highlighting areas for Potential Strategic Adjustments, Changes & Realignment

Gaining access to Key Industry as well as Market Trends & Insights

Analysis of Forces Driving & restraining the Industry & their overall Dynamics through an insightful Force Field Analysis

Strategic Business Outlook for 2013

For Whom:

The report would be essential for those having strategic interest in the Global Agriculture Industry or Agriculture-Equipment industry & will be especially useful for Key Decision-Makers, Top Management of Companies, OEMs, Suppliers, Distributors, Vendors and other Key Players in the Industry Value Chain as well as existing & potential Investors, industry & company analysts & those associated with the industry or the company.

Highlight:

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations, being built on the Microsoft PowerPoint platform; in addition, to being a ready self-reckoner as well as a quick reference guide driving, enabling & ensuring prompt and informed decision making.

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