

CLAAS Group - Strategy Dossier - 2017 - Strategic Focus & Priorities, Key Strategies & Plans, SWOT, Trends & Challenges, Market Outlook

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Abstracts

The Global Agriculture Equipment market continues to be impacted significantly by the 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. 2016 is likely to be the third successive year in which farm incomes in the U.S. are projected to witness a decline with record crop output likely across most key farming regions globally. 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. 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 current as well as emerging demand scenario. Additionally, the economic conditions across key geographic markets & regions remain disparate with traditional markets, led by North America, witnessing steady growth while emerging markets, led by Brazil, China & Russia, face a host of complex economic challenges & pressures against the backdrop of a difficult global macroeconomic environment marked by financial markets volatility, continued weakness in commodity prices, plummeting of crude oil prices and continued geo-political conflict.

Against this backdrop, the report analyzes the overall strategy focus and provides

Insights into & Comprehensive analysis of the Strategies & Plans being conceptualized & pursued by CLAAS Group for the near to medium term horizon. The report also includes an insightful & comprehensive SWOT framework analysis on the company; which is used extensively for scanning, assessment & analysis of the internal as well as external business environment of an organization as part of strategic planning process. The framework generates a snapshot of the company's inherent strengths & weaknesses as part of the internal environment assessment and outlines potential growth opportunities as well as threats as part of the external environment assessment.

The report also incorporates analysis of key industry trends, issues & challenges and risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis. The report concludes by providing a comprehensive market outlook over medium term with an overview of emerging demand scenario across key market segments & key geographic regions.

Relevance & Usefulness:

The report provides insights & inputs to be incorporated into the broader strategic planning & decision making processes and will be essential from a competitive analysis standpoint as well.

The report will be useful for:

Strategic Planning & Decision-Making process

Analysis of Medium Term Strategy Focus and Key Strategies & Plans

Identification of & Insights into Potential Growth Opportunities & Avenues

Market Evolution & Demand Growth Projections

Assessing potential impact of emerging Market Trends & Developments

Contingency planning for current Strategies & Programs

Identifying & highlighting areas for making potential Strategic Changes, Adjustments & Realignment

Strategic Perspective on the Business & Strategic Outlook for 2017

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market Outlook for 2017

For Whom:-

The report will be extremely useful for Key Decision-Makers, Program & Procurement Managers, Top Management of Industry Players & Other Companies, Suppliers, Vendors & Associated Equipment Manufacturers, Technology Solutions & Other Services 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, Researchers and all those associated with the industry and those with strategic interest & stakes in the Global Agriculture Equipment Market.

Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

Contents

SECTION 1

Business Structure & Snapshot

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Product Portfolio and Key Competitors
- f) Market Capitalization/Ownership Structure
- g) Key Executives
- h) Shareholding/Ownership Pattern & Structure

SECTION – 2

Financial Performance Analysis – Charts & Analysis:

1. REVENUE BASE & GROWTH TREND
2. REVENUES SPLIT BY KEY SEGMENTS
3. REVENUES SPLIT BY KEY GEOGRAPHIC MARKETS & REGIONS
4. GROSS EARNINGS & MARGIN TREND
5. OPERATING EARNINGS & OPERATING MARGIN TREND
6. RETURN ON SALES TREND
7. PROFITABILITY GROWTH TREND
8. CASH FLOW FROM OPERATIONS
9. R&D EXPENDITURE TREND
10. CAPEX TREND

SECTION – 3

SWOT Analysis

- Sources of Strengths which could be Leveraged
- Weaknesses to Overcome & Offset
- Opportunities to Capitalize Upon
- Threats to Mitigate

SECTION – 4

Strategic Focus & Priorities

SECTION 5

Key Strategies & Plans

- Product Portfolio Strategies & Plans
- Service Level Strategies & Plans
- Technological and R&D Strategies & Plans
- Market Specific Strategies & Plans
- Corporate Strategies & Plans
- Manufacturing/Production Strategies & Plans
- Business Growth Strategies & Plans Organic & Inorganic
- Financial Strategies & Plans
- Acquisitions, Strategic Alliances & JVs
- Other Strategies & Strategic Initiatives

SECTION – 6

Global Agriculture Equipment Market Force Field Analysis Analysis of Driving & Restraining Forces and their Overall Dynamics

- Driving Forces
- Restraining Forces

SECTION – 7

Key Trends

- Industry Trends
- Market Trends
- Technology Trends

SECTION – 8

Key Issues, Challenges & Risk Factors

SECTION – 9

Strategic Market Outlook

1. ANALYSIS OF EMERGING MARKET SCENARIO FOR AGRICULTURE EQUIPMENT

2. GLOBAL DEMAND OUTLOOK FOR AGRICULTURE EQUIPMENT – DEMAND GROWTH PROJECTIONS

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