

# **CNH Industrial N.V. - Agriculture Equipment Segment - Strategy Brief - Q1 2014 - Strategic Initiatives, Developments, SWOT, Trends & Outlook**

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## **Abstracts**

### **1. Overview & Rationale:**

The report provides comprehensive analysis as well as holistic assessment of the Strategic Initiatives, Strategic Measures, Business & Strategic Developments and Strategic Activities as well as Moves for CNH Industrial N.V. for Q1 2014 and provides an analysis of how they integrate with & fit into the medium term strategic picture & overall business strategy against the backdrop of an evolving industry landscape with the industry growth being driven by the introduction of new equipment by the OEMs across traditional markets incorporating a range of ICT technologies delivering enhanced efficiency while the emerging markets continue to focus on mechanization of their agriculture sectors to enhance productivity & output.

### **2. Backdrop:** Global Agriculture Equipment Industry Driven by strong, long-term Industry Fundamentals

The global agriculture equipment industry is driven by strong, long-term industry fundamentals with the global agricultural output 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. The industry has additional strong growth drivers as well in the form of growing demand from the bio-fuel industry for agriculture sources based feedstock and strong, sustained global agriculture commodity price trend.

The global agriculture equipment industry is in the midst of a technology-driven

evolution phase involving incorporation & integration of a host of ICT technologies onto product platforms that has augmented the capabilities of these machines tremendously by delivering enhanced operating efficiency through detailed performance monitoring & assessment, improved operating economics, focus on prognostics and remote machinery tracking as well as diagnostics. Further, new product development efforts underway across key global OEMs have a significant focus as well as emphasis on technological innovations capable of delivering & translating into performance & productivity enhancements. Further, the need to enhance overall productivity & efficiency is driving the mechanization of agriculture sector across emerging markets with most leading industry OEMs establishing & deepening their industrial footprint across these high growth markets.

### **3. Scope of Analysis:** Strategic Initiatives, Developments, Plans, SWOT, Key Industry Trends & Force Field Analysis

The report provides Key Insights into the Key Strategic Initiatives, Developments & Plans being pursued by CNH Industrial N.V. The report also includes an incisive SWOT framework analysis on the company; which is used extensively for an assessment of the internal as well as external business environment of an organization as part of the 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 concludes by providing comprehensive insights into the key industry trends, issues, challenges, risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis followed by industry outlook for 2014.

### **4. Relevance & Usefulness:** Strategic Business Analysis, Planning & Decision-Making Process

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:**

Competitive Assessment as well as Comprehensive Strategic Business Analysis

Assessment of degree of environmental responsiveness as well as strategic orientation

Gaining access to Key Inputs for Strategic Planning & Decision-Making Process

Identification of opportunities which could be capitalized upon

Identification of potential threats in the business environment

Analysis of and Insights into key Strategies & Plans being pursued by the company

Identifying & highlighting areas for Strategic Changes, Adjustments & Realignment

Gaining a Strategic Perspective on the Business & Strategic Outlook for 2014

Access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2014

## **5. For Whom:** Key Decision-Makers across Industry Value Chain

The report would be essential for those having strategic interest in CNH Industrial N.V. and the Global 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.

## **6. Report Highlights:** Visual Representation/Orientation with a Slide based Architecture

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations with visual representation & orientation based on a slide architecture, 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.

## **7. Key Takeaways:** Enhances Scope of Utilization/Application with Visual Representation & Saves Time

This PowerPoint architecture based report provides high readability & ease of navigation and saves significant amount of time by saving the end-user the effort of sifting through voluminous pages of text besides enhancing the scope of retention, immediate utilization & application of analysis with visual representation and incorporation of relevant images to support & supplement the analysis.

## Contents

### SECTION - 1

Strategic Snapshot

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

### SECTION – 2

Financial Snapshot – 2013 Vs. 2012 - Charts & Analysis

- Sales Revenues Growth
- Gross Earnings & Margin
- Operating Earnings & Margin
- Net Earnings
- Profitability Growth
- Profit Margins
- Cash Flow from Operations
- R&D Expenditure Trend
- CAPEX Trend

### SECTION – 3

CNH's Agriculture Equipment Division

- Sales Revenues & Growth Trend
- Operating Profit
- Operating Margin Trend
- Profitability Growth
- Revenues Split by Key Global Markets & Regions

### SECTION – 4

SWOT Analysis

Sources of Strengths which could be Leveraged  
Areas of Improvements to Ameliorate & Offset  
Opportunities to Capitalize Upon  
Threats to Mitigate, Negate & Overcome

## **SECTION – 5**

Strategic Business Initiatives & Developments  
Product Level Initiatives  
Services Level Initiatives  
Technological and R&D Initiatives  
Market Level Initiatives – Traditional & Emerging Markets  
Strategic Business Initiatives  
Sales & Marketing Initiatives  
Manufacturing/Production related Initiatives  
Key Sales Contracts for Q1 2014

## **SECTION – 6**

Key Industry Trends

## **SECTION – 7**

Key Issues, Challenges & Risk Factors

## **SECTION - 8**

Global Agriculture Equipment Industry – Force Field Analysis  
Driving Forces  
Restraining Forces

## **SECTION - 9**

Industry Outlook for 2014

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