

# CNH Industrial N.V. - Agriculture Equipment - Strategy Focus, Plans & Outlook for 2016

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## Abstracts

The report analyzes the overall, near to medium term Strategy Focus and provides Insights into the Key Strategies & Plans being conceptualized & pursued by CNH Industrial N.V. as the company works towards optimizing its overall industrial base in-line with the current, difficult market environment.

The Global Agriculture industry is driven by robust fundamentals & strong, long-term demand & growth drivers linked directly to a rapidly growing global population. 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. The current & near term view of the industry is, however, grim with continued, significant pressures on farm incomes & profitability being the dominating theme emanating from an altered supply side economics with record crop production across key geographic regions impacting crop prices, farm incomes & agriculture machinery sales across industry OEMs directly & significantly. Additionally, the plummeting of global crude oil prices have severely impacted the demand for bio-fuels & the global bio-fuel production value chain, based on agricultural feedstock based sources, especially, corn & soyabean which had witnessed a significant increase in planting acreage across key producing regions over the recent years, thereby, further compounding an already complex & difficult scenario. 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 cost base & industrial footprint in-line with emerging demand scenario.

Relevance & Usefulness: The report will be useful for:

Inputs for Strategic Planning, Assessment & Decision-Making Processes

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

Near to Medium Term Market Outlook, Inputs on Market Evolution & Growth Projections

Contingency planning for current Strategies & Programs

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

For Whom: Key Decision-Makers across Industry Value Chain

The report would be essential for those having strategic interest in the Company and/or the Global Agriculture Industry and will be especially useful for Key Decision-Makers, Program & Project Managers, Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Technology 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, Financing & Leasing Companies, Researchers and all those associated with the industry.

Key Features:

Provides Macro View and Big Picture Quickly

Visual Representation enables Easy Comprehension

Meetings & Presentation Ready Format

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