

Comparative SWOT Framework Analysis - 2015 - World's 6 Leading Agriculture Equipment Manufacturers - John Deere, CNH, AGCO, CLAAS, SAME Deutz-Fahr, Kubota

<https://marketpublishers.com/r/C3F5DB10B1DEN.html>

Date: January 2015

Pages: 62

Price: US\$ 995.00 (Single User License)

ID: C3F5DB10B1DEN

Abstracts

Introduction & Overview:

The report provides a Comprehensive & Insightful Comparative SWOT Framework Analysis on the world's 6 leading agriculture equipment manufacturers amid evolving industry dynamics with robust fundamentals & presence of strong, long-term demand & growth drivers linked directly to a rapidly growing global population. 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 for 2014 across key geographic regions impacting crop prices & farm incomes directly & significantly which is likely to have a significant bearing on agriculture machinery sales over near term. 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 with emerging demand scenario.

Presence of Strong Fundamentals & Long Term Demand Drivers while Multiple, Near Term Pressures to Persist:-

The global agriculture industry needs to double its production output by 2050 from current levels, in order, to match & meet the global food demand which is projected to grow rapidly given the world's population growth rate. This need to increase global crop production output & enhance efficiency will necessitate & drive increased utilization of mechanized farming, especially, across emerging nations over medium to long term as

the population growth is projected to be spearheaded by them along with other less developed nations. The near term dynamics for the industry, however, are complex & difficult with the Industry faces significant, near term pressures emanating from record harvest for corn & soyabean across North America, Europe & Latin America regions in 2014 that have plummeted crop prices & have subsequently impacted farm incomes; projected to contract by 14% in the U.S. for 2014; and ultimately demand & purchase decisions for agriculture machinery. Further, recent surge in U.S. Dollar against most key global currencies, significant increase in corn planting acreage across key regions globally, ongoing correction in farm land prices in the U.S. & proposed easing of existing ethanol fuel mandates across the U.S. & EU over near term paint a grim picture for the industry over near term despite strong, long-term fundamentals & demand drivers.

Against this backdrop, the report provides a comprehensive Comparative SWOT framework analysis on each of the world's 6 leading agriculture equipment manufacturers. The framework analyzes the Strengths & Weaknesses of the leading global agriculture equipment manufacturers from a standalone as well as relative perspective based on a detailed analysis of their Internal & External environment respectively focusing on Key, Strategic Business Aspects, which include:

Business Portfolio Analysis

Breadth & Depth of Presence across Markets & Regions

Analysis of overall Cost Base & Structure

Resource Base & Key Competencies

Profitability & Key Profit Sources

Capital & Ownership Structure

Product Portfolio Analysis & its Strategic Positioning across Markets

Key Competitor Analysis across Product Segments & Degree of Competitive Intensity

Competitive Market Positioning across Key Global Markets & Market Share

Overall Strategy Orientation & Focus, R&D Strategy, Capabilities & Key

Programs being pursued

The framework subsequently analyzes & identifies potentially significant, niche growth opportunities & avenues and imminent as well as emerging threats for each key industry OEM based on their strategic product portfolio & market positioning, core strengths & weaknesses and overall strategy focus & orientation against the backdrop of emerging industry dynamics & trends. The report analyzes the overall strategic fit & the degree of strategic responsiveness of OEMs to external environmental factors, which include, prevailing industry dynamics & emerging as well as latent industry trends, issues, challenges & potential risk factors to assess their ability to be able to derive further business growth by capitalizing on potential growth opportunities effectively while negating threats simultaneously over near to medium term.

Relevance & Usefulness: The report will be useful for

Key Inputs for Competitive Assessment, Analysis and Strategic Planning

Identification of Core Strengths & Weaknesses for each of the 6 Key Industry Players

Identification & Analysis of Potential Growth Opportunities, Avenues & Threats

Analysis of Key, Emerging & Latent Industry Trends, Issues, Challenges & Potential Risk Factors

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

Analysis of Forces Driving as well as restraining the Industry & their Overall Dynamics

Strategic Perspective on the Industry's Medium Term Strategic Outlook

For Whom: Key Decision-Makers across Industry Value Chain

This Comparative SWOT Analysis report will be essential for those associated with and having strategic interest in the Global Agriculture industry & any of these companies.

The report 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, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists & all those associated with the Global Agriculture Industry or any of these companies.

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.

Key Takeaways: Enhanced Scope of Utilization & Application

This PowerPoint architecture based report provides high readability & ease of navigation besides enhancing the scope of retention, utilization & application of analysis with visual representation and incorporation of relevant images to support, supplement & enrich the analysis.

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- John Deere & Co.
- CNH Industrial

AGCO Corporation
CLAAS Group
SAME Deutz Fahr
Kubota Corporation

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John Deere & Co.
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