

# **Comparative SWOT & Strategy Focus - 2018-2023 - Global Top 6 Agriculture Equipment Manufacturers - John Deere, CNH Industrial, AGCO, CLAAS, SDF, Kubota Corporation - Strategy Focus & Priorities, Key Strategies & Plans, Comparative SWOT, Trends & Growth Opportunities, Market Outlook**

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## **Abstracts**

The Global agriculture equipment market is gaining traction & recovering in 2018 marked by steady improvement & recovery in agriculture commodity prices after a period of low commodity prices which impacted the farm incomes significantly. The demand for agriculture equipment had been rattled by an oversupply driven market scenario over the 2013-2017 period with the demand having bottomed out in 2017. The OEMs are gearing up for the upswing after a prolonged period of operating at sub optimal pace with focus on ramping up production rates and fine tuning supply chains to efficiently meet increasing demand levels and avoid logistical gaps. The OEMs are also renewing their product portfolios in alignment with the market upturn through new product introductions incorporating cutting edge technologies and features focused on enhanced performance as well as productivity while optimizing the total cost of ownership.

The improving market scenario is encouraging replacement of agriculture equipment, in-line with improving farm incomes. The outlook for the agriculture sector through 2020, thus, is bullish with low plantation intent in North America for 2018 and the resurgence of global crude oil prices, which are likely to stimulate demand for food stock based biofuels which have seen sluggish growth over the recent years. Consequently, the Agriculture price index and grain prices are projected to go up in 2018 and 2019 with a tight supply side dynamics likely to drive prices over near term. However, increasing

energy costs with the surge in crude oil prices; projected to be sustained through 2018; are likely to impact cost of production directly (energy) as well as indirectly (chemicals & fertilizers) pushing the agriculture commodity prices upward.

The surge in crude oil prices & the onset of the trade war amongst the world's two largest economies pose most significant downside risks to the World economic growth. The crude oil prices have been hovering over the \$70 per barrel mark since early 2018. Further, the outbreak of the U.S.-China trade war over import tariffs are likely to have a significant impact on the global economic growth going forward. IMF has already cut the world GDP growth forecast for 2018 & 2019 to 3.7% in its October 2018 forecast, down from 3.9% forecasted last quarter. Emerging markets, too, are faced with challenges to manage a tight liquidity situation and a surge in capital outflows.

The commodity prices and farm incomes for 2018 are likely to be impacted by the onset of trade war between the U.S. & China. The imposition of retaliatory import tariffs by China on U.S. agricultural exports is impacting U.S. farmers directly, given the fact that China is a huge market for U.S. agriculture produce. The same has also led to a decline in commodity prices with the regulatory policy stance in the U.S. further exacerbating the situation given the leeway given to oil refiners by EPA regarding ethanol blending (E15) mandates over the past year and a half which has undermined the ethanol market with drop in ethanol demand and by impacting corn crop price dynamics. The latest move by Trump Administration to lift the ban on Ethanol (E15) sales during summer months is the first policy move favoring the agriculture industry, which has been reeling under the pressure & uncertainty of the ongoing trade war.

Against this backdrop, the report provides a comprehensive Comparative SWOT framework analysis on the World's Top 6 Agriculture Equipment Manufacturers besides analyzing the overall, Near to Medium Term Strategy Focus & providing insights into the Key Strategies & Plans being developed by them for the near to medium term horizon. The framework analyzes the Strengths & Weaknesses of the OEMs from a standalone as well as relative perspective based on a comprehensive analysis of their Key Business Aspects, which include:

Product Portfolio Analysis & its Strategic Positioning

Breadth & Depth of Presence across Key Markets, Segments & Programs

Analysis of overall Cost Base, Structure & its Management

Analysis of Revenue streams, Resource Base & Key Competencies

Profitability, Key Profit Sources, Growth & Trend Analysis

Capital & Ownership Structure and Financial Strength

Key Competitor Analysis across Market Segments & Degree of Competitive Intensity

Competitive Market Positioning across Key Global Markets, Segments & Market Share

Overall Strategy Orientation & Focus, R&D Strategy, Technological Strength & Capabilities

Relevance & Usefulness: The report will be useful for:

Strategic Planning, Assessment & Decision-Making Processes

Competitor Analysis & Comparative Analysis of covered Industry OEMs

Identification of & Insights into Potential Growth Opportunities & Avenues

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

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

For Whom: Key Decision-Makers across Industry Value Chain

Key Decision-Makers

Top Management of Industry Players & Other Companies

Industry OEMs & Technology/Other Solutions Providers

Suppliers, Vendors, Sales & Distribution Channels and other Key Players in the Industry Value Chain

Logistics Solutions Providers, Associated Equipment Manufacturers & Technology Solutions Providers

Existing & potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

PE Firms, Venture Capitalists and Financing & Leasing Companies

Researchers and all those associated with the industry in general

Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis for Strategic Planning Process

Significant Time Savings with Ready, Comprehensive Analysis

Quality & Reliability backed by Over a Decade of Research and Coverage of the Industry

Most Detailed & Comprehensive Resource available on Strategy and Analysis

Gain a Competitive Edge with Our Cutting Edge Analysis

Visual Representation enabling Easy Comprehension

Meetings & Presentation Ready Format for Quick Application

Superior & Enriched User Experience with Incorporation of Relevant Images,

## Graphs & Infographics

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CNH Industrial N.V.  
AGCO Corporation  
CLAAS Group  
SDF Group  
Kubota Corporation

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Deere & Company  
CNH Industrial N.V.  
AGCO Corporation  
CLAAS Group  
SDF Group  
Kubota Corporation

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CNH Industrial N.V.  
AGCO Corporation  
CLAAS Group  
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