

# **Global Top 6 Agriculture Equipment Manufacturers - Company Dossier - 2015 - Strategies, Plans, SWOT, Trends & Overall Strategy Focus across OEMs - John Deere, CNH, AGCO, CLAAS, SAME Deutz-Fahr, Kubota**

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## **Abstracts**

The report is a comprehensive company dossier & a strategic resource on the World's 6 leading agriculture equipment manufacturers providing key insights, analysis & information. The initial sections provide a snapshot & overview on the business operations & market positioning of each industry OEM while the SWOT framework analyzes the core Strengths & Weaknesses for each of the agri equipment manufacturers. The SWOT framework subsequently analyzes & identifies potential growth opportunities & avenues and imminent/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.

Further, analysis & insights into the key strategies, plans & overall strategy focus for each OEM for 2015 are provided in the report. The concluding sections of the report provide insights into the key industry trends, issues & challenges, risk factors & near to medium term strategic outlook for the industry. The report concludes by providing a Force Field framework analysis on the global agriculture equipment industry.

Industry Backdrop: Headwinds placing enhanced focus on competitiveness across OEMs despite presence of strong fundamentals & long-term demand drivers

The global agriculture equipment industry is driven by robust fundamentals & 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.

Range & Scope of Analysis on OEMs includes:

Revenues & Profitability Growth Trend

Operating Margin Trend

Product Portfolio Analysis & Positioning

R&D and Capital Expenditure Trend

Presence across Markets & Regions

Analysis of overall Revenue, Cost Base & Structure

Profitability Analysis & Key Profit Sources

Competitive Positioning across Market Segments

Overall Strategy Orientation & Focus and Key Strategies & Plans

Relevance & Usefulness: The report will be useful for

Quick Overview, Take & Inputs on Key Numbers & Business Operations for

OEMs

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

Identification & Analysis of Potential Growth Opportunities, Avenues & Threats

Key Strategies, Plans & Strategy Focus for Industry OEMs for 2015

Analysis of Key & Emerging 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 Near to Medium Term Outlook

For Whom: Key Decision-Makers across Industry Value Chain

This Company Dossier report will be essential for those associated with and having interest in the Global Agriculture Equipment industry and 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 Agriculture Machinery 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.

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John Deere & Co.

CNH Industrial N.V.

AGCO Corporation

CLAAS Group

SAME Deutz-Fahr Group S.p.A.

Kubota Corporation

### Range of Strategies & Plans covered:-

Product Portfolio Strategies & Plans

Market Specific Strategies & Plans

R&D Strategies & Plans

Growth Strategies & Plans

Business and Corporate Strategies & Plans

Sales & Marketing Strategies & Plans

Production/Manufacturing Strategies & Plans

Financial Strategies & Plans

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