

# **John Deere & Co. - Agriculture & Turf Segment - Annual Strategy Dossier - 2022 - Strategic Focus, Key Strategies & Plans, SWOT, Trends & Growth Opportunities, Market Outlook**

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## **Abstracts**

The 2022 edition of this Annual Strategy Dossier report analyses the overall strategy focus and provides Insights into the Key Strategies & Plans being conceptualized & pursued by Deere & Co. for its Agriculture & Turf business for the near to medium term with demand for agriculture equipment in a marked upswing phase powered by higher agriculture commodity prices & favorable farm economics across most key markets with net farm incomes in the U.S. growing by almost 25% year-on-year for 2021 with above average forecasts for farm sector profits for 2022 with global economy striving to make a comeback from the COVID-19 pandemic. The net cash receipts from the sale of agricultural commodities are also likely to grow by almost 7% for 2022. However, a decrease in direct government payout over COVID-19 relief in 2022 and an increase in production expenses are likely to impact & partially offset the same.

The Global Agriculture Industry has been doing well amid logistical, supply chain and labor force disruptions caused by the pandemic while also facing semi-conductor chip shortages & rising input as well as material costs causing the demand to outpace supply across many key product segments. The industry also continues to make steady progress towards development of a range of sustainable technologies geared towards decarbonization of transportation over long term while continuing the development of innovative services & business models configured on connectivity & autonomy. However, uncertainty over the likely direction of the pandemic & rising inflation levels necessitating monetary policy tightening are likely to be a concern for the industry. Overall, demand for agriculture equipment is projected to maintain its overall growth momentum across most key global markets in 2022.

Against this backdrop, the report provides a comprehensive analysis on the company starting with a detailed business and financial snapshot, incorporating charts, tables and analysis based on latest financial statements. An insightful & comprehensive SWOT framework analysis is also provided; which is used extensively for scanning, assessment & analysis of the internal as well as external business environment of an organization as part of 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 also incorporates analysis of key industry trends, issues & challenges and risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis. The report concludes by providing comprehensive market outlook for the global agriculture equipment market over near to medium term with overview of demand projections across key markets & regions.

#### Relevance & Usefulness:

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:

Strategic Planning & Decision-Making process

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

Identification of & Insights into Potential Growth Opportunities & Avenues

Market Evolution & Demand Growth Projections

Assessing potential impact of emerging Market Trends & Developments

Contingency planning for current Strategies & Programs

Identifying & highlighting areas for making potential Strategic Changes,

## Adjustments & Realignment

Strategic Perspective on the Business & Strategic Outlook for the company for 2022

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market Outlook for 2022

### For Whom:-

The report, with its unique disposition & strategy focus, is a niche, key & vital information resource on Deere & Co.'s Agriculture & Turf Equipment business. The report would be quintessential & a must have for those having interest, stakes or investments in the Company and all those with operational or strategic involvement and/or stakes in the Global Agriculture Equipment Market or presence in the industry value chain at any stage or level of production. The report will be extremely useful for Key Decision-Makers, Program Managers, Global Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Associated Equipment Manufacturers 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 agriculture industry. 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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