

# John Deere & Co. - Strategy Brief - 2015 - Key Strategies & Plans

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## Abstracts

The report provides comprehensive insights into the overall, near term Strategy Focus and Key Strategies & Plans for John Deere & Co. against the backdrop of an evolving industry landscape with the Global Agriculture Industry facing 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 which has impacted competitiveness of U.S. agricultural exports, 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.

The global agriculture equipment industry is driven by strong, long-term industry fundamentals with the global agricultural output required to double itself by 2050 in order to match the rate of global population growth. Diminishing natural resources make the need for precision farming more urgent. The farm sizes across traditional markets have been increasing with ongoing consolidation generating demand for larger & more powerful machinery delivering enhanced efficiency. The emerging markets, on the other hand, derive a sizeable chunk of their annual GDP from the agriculture sector besides employing a substantial proportion of their workforce and are investing significantly towards mechanization of their agriculture sectors for enhanced efficiency & crop yield.

Additionally, the global agriculture equipment industry is in the midst of a technology-driven evolution phase involving incorporation & integration of a host of ICT

technologies onto product platforms that has augmented the capabilities of these machines tremendously by delivering enhanced operating efficiency through detailed performance monitoring & assessment, improved operating economics, focus on prognostics and remote machinery tracking as well as diagnostics. Further, new product development efforts underway across key global OEMs have a significant focus as well as emphasis on technological innovations capable of delivering & translating into performance & productivity enhancements.

**Relevance & Usefulness:**

Against this backdrop, the report provides key insights into the near term strategy focus and key strategies & plans being conceptualized & implemented by John Deere & Co. The report provides 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:**

Competitive Assessment as well as Comprehensive Strategic Business Analysis

Assessment of Degree of Environmental Responsiveness as well as overall, near term Strategy Focus

Key Inputs for Strategic Planning & Decision-Making Process

Analysis of and Insights into key Strategies & Plans being conceptualized & pursued by the company

Identifying & highlighting areas for Strategic Changes, Adjustments & Realignment

Gaining a Strategic Perspective on the Business & Strategic Outlook for 2015

Access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2015

**For Whom:**

The report is a niche, key & vital resource on the Business Strategy Domain given its unique disposition & strategy focus. The report would be quintessential for those associated with and having strategic interest in the Global Agriculture industry and/or Agriculture Machinery Manufacturing. 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, Agriculture Machinery Manufacturing and/or the company.

**Report 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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