

# John Deere & Co. - Strategy Dossier - 2016 - Key Strategies, Plans, SWOT, Trends & Outlook

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## Abstracts

The Global Agriculture industry is driven by robust fundamentals & strong, long-term demand & growth drivers linked directly to a rapidly growing global population. The global agricultural output is required to double itself by 2050 as against the present level, in order, to match the rate of global population growth, as per projections, amid diminishing natural resources, thus, highlighting & underscoring the imminent & urgent need for tremendously enhancing efficiency & productivity through precision farming.

The current & near term view of the industry is, however, grim with continued, significant pressures on farm incomes & profitability being the dominating theme emanating from an altered supply side economics with record crop production for 2014 across key geographic regions impacting crop prices, farm incomes & agriculture machinery sales across industry OEMs directly & significantly. Additionally, the plummeting of global crude oil prices since late 2014 have severely impacted the demand for bio-fuels & the global bio-fuel production value chain, based on agricultural feedstock based sources, especially, corn & soyabean which had witnessed a significant increase in planting acreage across key producing regions over the recent years, thereby, further compounding an already complex & difficult scenario. 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 in-line with emerging demand scenario.

Against this backdrop, the report analyzes the overall strategy focus and provides Insights & Comprehensive analysis of the Strategies & Plans being conceptualized & pursued by John Deere & Co. for the medium term horizon. The report also includes an insightful & comprehensive SWOT framework analysis on the company; which is used extensively for scanning, assessment & analysis of the internal as well as external

business environment of an organization as part of the 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, 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 over medium term.

### **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

Identification of & Insights into Potential Growth Opportunities & Avenues

Analysis of Medium Term Strategy Focus and Key Strategies & Plans

Market Evolution & Demand Projections for Medium Term

Assessment & Analysis of Emerging Market as well as Technology 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 2016

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2016

## For Whom:

The report is a key information resource on John Deere & Co. given its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company and/or the Global Agriculture Equipment sector and will be especially useful for Key Decision-Makers, Program & Project Managers, Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Technology Services Providers 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 industry.

## Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation enables Easy Comprehension

Meetings & Presentation Ready Format

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## Contents

### SECTION - 1

#### Business Structure & Snapshot

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Product Portfolio; Major Products, Programs and Key Competitors
- f) Market Capitalization/Ownership Structure
- g) Key Executives
- h) Shareholding/Ownership Pattern & Structure

### SECTION – 2

#### Financial Performance Snapshot; Charts & Analysis

- 1. REVENUE BASE & GROWTH TREND
- nbsp; 2. REVENUES SPLIT BY KEY SEGMENTS
- nbsp; 3. REVENUES SPLIT BY KEY GEOGRAPHIC MARKETS & REGIONS
- nbsp; 4. GROSS EARNINGS & MARGIN TREND
- nbsp; 5. OPERATING EARNINGS & OPERATING MARGIN TREND
- nbsp; 6. RETURN ON SALES TREND
- nbsp; 7. PROFITABILITY GROWTH TREND
- nbsp; 8. CASH FLOW FROM OPERATIONS
- nbsp; 9. R&D EXPENDITURE TREND
- nbsp; 10. CAPEX TREND

### SECTION – 3

#### SWOT Analysis

- Sources of Strengths which could be Leveraged
- Weaknesses to Overcome & Offset
- Opportunities to Capitalize Upon
- Threats to Mitigate

### SECTION – 4

#### Key Strategies & Plans

Product Portfolio Strategies & Plans  
Service Level Strategies & Plans  
Technological and R&D Strategies & Plans  
Market Specific Strategies & Plans; Traditional & Emerging Markets  
Corporate Strategies & Plans  
Sales, Marketing & Branding Strategies and Plans  
Manufacturing/Production Strategies & Plans  
Business Growth Strategies & Plans; Organic & Inorganic  
Financial Strategies & Plans  
Acquisitions, Strategic Alliances & JVs  
Other Strategies & Strategic Initiatives

## **SECTION – 5**

Global Agriculture Equipment Market; Force Field Analysis; Analysis of Driving & Restraining Forces and their Overall Dynamics  
Driving Forces  
Restraining Forces

## **SECTION – 6**

Key Trends  
Market Trends  
Technology Trends

## **SECTION – 7**

Key Issues, Challenges & Risk Factors

## **SECTION – 8**

Global Agriculture Equipment Market; Strategic Outlook

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