

# **John Deere - Construction & Forestry Segment - Annual Strategy Dossier - 2021 - Strategic Focus, Key Strategies & Plans, SWOT, Trends & Growth Opportunities, Market Outlook**

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## **Abstracts**

The 2021 annual edition of the report analyses the overall strategy focus and provides Insights into & Comprehensive analysis of the Strategies & Plans being conceptualized & likely to be pursued by John Deere's Construction & Forestry Segment for the near to medium term horizon with John Deere gearing up for the commercialization of electric construction equipment, chalking out a comprehensive Performance Tiering strategy for its range of CEs while rapidly building up internal technological capabilities through the pursuit of an acquisitions-led inorganic growth strategy to prep up for the age of Connected, Autonomous & Electric Construction Equipment.

The Global Construction Equipment market witnessed a relatively limited impact from the outbreak of COVID-19 in 2020 albeit expectations of an impending market correction with the market resistance led clearly by the Chinese Construction Equipment & Heavy Truck markets which clearly defied the contractionary trend witnessed globally by registering strong, double digit year on year gains in unit sales for 2020 spurred by the roll-out of stimulus measures by the Chinese government aimed at bolstering economy after an early recovery & resurgence from the lockdown in April 2020 itself. The global demand for construction equipment is projected to register a steady recovery & growth over near to medium term with most key global economies likely to witness an uptick in demand following similar fiscal interventions likely to be pursued & sustained by governments across most regions going forward coupled with strong global economic recovery projections by the IMF for 2021 & 2022, led by the U.S., which is projected to exceed its pre-COVID economic growth momentum & clock 6.4% GDP growth for 2021.

Further, the massive, \$2 trillion infrastructure plan just outlined by the Biden administration in early April 2021 geared towards comprehensive repair & rebuilding of roads, railroads, bridges & ports in the U.S. could turn out to be the much needed shot in the arm for the construction industry going forward and could take the market towards & even beyond the demand peak of 2018, and seen prior to that in 2011, once again, with an outlay of \$115 billion planned towards repair of highways & bridges alone, if it gets approved by the Congress. However, much of that will be contingent on the pace & trajectory of global macroeconomic recovery from the COVID-19 going forward, direction of U.S. policy posture towards global trade under Biden administration, sustainment of recovery in global crude oil as well as commodity prices, all of which will have a direct & significant bearing on the shape of the growth curve for the industry going forward.

Against this rapidly evolving industry and market 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 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 construction equipment market 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 processes

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 over Medium Term

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  
2021

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market  
Outlook for 2021

For Whom:-

The report is a niche, key & vital information resource on Volvo CE and the Global Construction Equipment Market with its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company and all those with interest & stakes in the Global Construction Equipment market and/or the Construction Industry. The report will be extremely useful for:-

Key Decision-Makers

Program Managers

Global Procurement Managers

Top Management of Industry Players & Companies

Industry Value Chain, including, OEMs, Suppliers, Vendors, Associated  
Equipment Manufacturers & Technology Solutions providers

Existing & potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

PE Firms & Venture Capitalists

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Researchers & Educators

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