

Strategic Factor Analysis Summary (SFAS) Framework Analysis - 2015 - World's 6 Leading Agriculture Equipment Manufacturers - John Deere, CNH, AGCO, CLAAS, SAME Deutz-Fahr, Kubota

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Abstracts

The report provides comprehensive analysis as well as strategic insights into the overarching strategic positioning of the World's 6 leading Agriculture Equipment Manufacturing Companies through a Strategic Factor Analysis Summary (SFAS) framework analysis incorporating a holistic assessment as well as comprehensive analysis of the Business Structure, Strategic & Market Positioning, Portfolio Performance, Business Strategies & Plans and degree of Environmental & Strategic Responsiveness against the backdrop of an evolving industry landscape & shifting global dynamics with strong, long-term industry growth drivers & fundamentals for the global agriculture industry linked directly to a rapidly growing global population albeit significant pressures over short term emanating from an altered supply side economics with projected, 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 Global Agriculture Industry faces 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, 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. Against this backdrop, the report provides a comprehensive Strategic Factor Analysis

Summary (SFAS) framework analysis on each of the world's 6 leading agriculture equipment manufacturers & provides an overall SFAS score based on each company's strategic positioning with reference to current & emerging market dynamics as well as industry trends and the degree of responsiveness to its internal & external environment respectively. The report also provides a comparative ranking of the 6 companies with reference to their SFAS scores, thereby, making it especially useful for competitive analysis & benchmarking purposes.

The framework generates an insightful snapshot of the prevailing, overall strategic equation for each company by identifying, weighing, prioritizing & ranking strategic factors present in the internal & external environment through an Internal Factor Analysis Summary (IFAS) matrix followed by an External Factor Analysis Summary (EFAS) matrix based on their strategic significance & potential degree of impact along with each respective company's corresponding degree of responsiveness to those factors. SFAS, as a framework, thus, scores over the traditional SWOT analysis framework, in terms, of its ability to quantify strengths, weaknesses, opportunities & threats respectively based on the potential degree of effect of each strategic factor being analyzed and the company's commensurate degree of responsiveness to that, thereby, making it much more effective from the perspective of strategic planning and from a competitive assessment & analysis standpoint with the creation of a quantitative strategic snapshot on the company.

The global agriculture industry needs to double its production output by 2050 from current levels, in order, to match & meet the global food demand which is projected to grow rapidly given the world's population growth rate. This need to increase global crop production output & enhance efficiency will necessitate & drive increased utilization of mechanized farming, especially, across emerging nations over medium to long term. The near term dynamics for the industry, however, are complex & difficult with record crop production projections for 2014 across most regions having already plummeted crop prices impacting farm incomes & purchasing power directly besides triggering a correction in farm land prices. Further, an increase in corn planting acreage across most regions of-late; driven by the earlier surge in corn prices to meet growing demand for biofuels necessitated by legislative mandates across the U.S. & EU; has already brought down corn prices by almost 50% from the peaks last witnessed in 2012 and proposed plans for amendment in Ethanol mandates across the EU & the U.S. over near term with the surge of non-feedstock based biofuels threatens to further complicate the situation. The recent spike in U.S. Dollar, too, has been unfavorable for the industry with respect to competitiveness & profitability of U.S. based agricultural exports.

Against this backdrop, the framework, thus, assesses the strategic positioning & the degree of responsiveness of each of the 6 leading agriculture machinery manufacturers to manage these headwinds effectively over near term by maintaining their competitiveness while retaining the ability to harness long-term tailwinds effectively.

RELEVANCE & USEFULNESS OF THE REPORT:

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, Competitive Assessment & Analysis and Benchmarking Exercise

Identification of Key Strategic Factors classified & categorized under Strengths, Weaknesses, Opportunities & Threats for each company along-with their Quantitative Weights indicating Strategic Significance of each respective Factor through a Strategic Factor Analysis Summary (SFAS) Matrix.

Generation of an overall Strategic Equation & Quantified SFAS score for each company based on analysis of Strategic Positioning and Market Dynamics.

Assessment & evaluation of each Company's Degree of Responsiveness and Strategic Orientation towards Internal & External Environmental factors as assessed through the Internal & External Factor Analysis Summary (EFAS) Matrices.

Relative/Comparative Ranking of the 6 Companies based on their SFAS scores and strategic analysis.

Identifying & highlighting areas for making potential Strategic Changes, Adjustments & Realignment.

Gaining a Strategic Perspective on the Business & Strategic Outlook for each company.

Gaining access to Key Industry Trends, Issues & Challenges, Risk Factors &

Industry Outlook.

Analysis of Forces Driving as well as restraining the Industry & their overall Dynamics

FOR WHOM:

The SFAS Framework analysis report will be essential for those associated with and having strategic interest in the Global Agriculture industry & 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 Global Agriculture 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

AGCO Corporation

CLAAS Group

SAME Deutz-Fahr

Kubota Corporation

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Strategic Industry Outlook

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