

CLAAS Group - H1 2013 - Strategic Snapshot,  
SWOT Analysis, Strategic Initiatives &  
Developments, Key Trends & Outlook



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## CLAAS Group - H1 2013 - Strategic Snapshot, SWOT Analysis, Strategic Initiatives & Developments, Key Trends & Outlook

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This strategic report provides key insights into the strategic business aspects of CLAAS Group based on a holistic assessment as well as comprehensive analysis of business structure, performance, strategies, plans, initiatives & outlook against the backdrop of an evolving industry landscape & shifting global dynamics. The global agriculture equipment industry is driven by strong, long-term industry fundamentals with the global agricultural output 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 industry has additional strong growth drivers as well in the form of growing demand from the bio-fuel industry for agriculture sources based feedstock and strong, sustained global commodity price trend.

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.

This report on CLAAS Group also includes an insightful SWOT framework analysis on the company; which is used extensively for an assessment 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.

### **Useful for:**

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:**

- Competitive Assessment as well as Comprehensive Strategic Business Analysis
- Assessment & evaluation of company's degree of responsiveness as well as strategic orientation towards the External Environment
- Gaining access to Key Inputs to be incorporated into the Strategic Planning & Decision-Making Process
- Identification of opportunities which could be capitalized upon
- Identification of potential threats in the business environment
- Analysis of and Insights into key Strategic Initiatives as well as Business Developments being pursued by the company
- Identifying & highlighting areas for making potential Strategic Changes, Adjustments & Realignment
- Gaining a Strategic Perspective on the Business & Strategic Outlook for 2012
- Gaining access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook

**For Whom:**

The report would be essential for those having strategic interest in the Global Agriculture/Agriculture Equipment Industry & 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 & those associated with the Industry or the Company.

**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.

**Report Updates:**

For purchases made beyond 3 months from the month of original publication, the report would be updated with latest financial data as well as strategic developments for the company, prior to dispatch, in order, for the analysis to be most relevant & useful for the end-users.

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