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## JOHN DEERE SWOT & PESTLE ANALYSIS

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**Company Name :** John Deere

**Company Sector :** Manufacturing, Agricultural and Construction Equipment

**Operating Geography :** United States, North America, Global

**About the Company :** Deere & Company (John Deere) was founded in 1837 and in more than 180 years of its operations, it has turned from a one-man blacksmith shop to a Global Enterprise. It primarily engages in manufacturing and distribution of equipment used in Agriculture, Lawn & Garden, Construction, Landscaping & Ground Care, Golf & Sports Turf, Forestry, Engines & Drivetrain, Government & Military Sales, Rental Sales domain. It also offers financial services along with Parts, Manuals, Training & Support Services. It employs 74K employees in more than 100 countries. The company, which is headquartered in Moline, Illinois, U.S., is currently headed by Samuel R. Allen who is the Chairman and Chief Executive Officer since February 2010.

**Revenue :**

US \$37,357.7 million (FY ended 28th Oct 2018) (year-on-year growth of 26%)

US \$29,737.7 million (FY ended 29th Oct 2017)

## SWOT Analysis :

The SWOT Analysis for John Deere is given below:

| Strengths  | Weaknesses   |
|--|--|
| <ol style="list-style-type: none"> <li>1.Huge Product and Service portfolio</li> <li>2.Brand recognition and long history of trust and leadership</li> <li>3.End to end road construction portfolio</li> <li>4.Strong Financials compared to peers</li> <li>5.Strong R&amp;D and innovation spend</li> <li>6.Adherence to core values</li> </ol> | <ol style="list-style-type: none"> <li>1.Lack of competitive advantage in smaller scale farm equipment</li> <li>2.Inefficient utilization of assets</li> </ol>   |
| Opportunities  | Threats  |
| <ol style="list-style-type: none"> <li>1.Revolutionizing agriculture with technology</li> <li>2.Acquisitions to drive inorganic growth</li> <li>3.Potential in emerging markets with growth in population</li> </ol>   | <ol style="list-style-type: none"> <li>1.Financial Risks in foreign markets</li> <li>2.Changing laws and agricultural regulations</li> <li>3.Increase in steel prices to raise production costs</li> <li>4.Change in power affecting federal and government solutions</li> </ol> |

## PESTLE Analysis :

The PESTLE Analysis for John Deere is given below:

| Political  | Economical   |
|--|--|
| 1.U.S. Political Contributions and Advocacy<br>2.U.S. Political Contributions and Advocacy<br>3.Global trade war may impact agricultural equipment business growth | 1.Strong market Conditions driving demand<br>2.Lower purchasing power in emerging markets  |
| Social   | Technological  |
| 1.Global population growing in size and affluence<br>2.Bringing social change through Citizenship  | 1.Technological advancement for competitive advantage  |
| Legal  | Environmental  |
| 1.Controversy regarding the 'Right-To-Repair' movement<br>2.Laws applicable and Suppliers' code of conduct   | 1.Reporting of Environmental Commitment under GRI<br>2.Environmental, Social and Governance<br>3.Designing products to reduce environmental impact |

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