China Agricultural Machinery Manufacturing Industry Indepth Research and Investment Strategy Planning Report, 2013-2017

目 录

CONTENTS

Chapter 1: Development Overview of China Agricultural Machinery Manufacturing Industry
1.1 Definition and Classification of Agricultural Machinery Manufacturing Industry
1.1.1 Concept and Definition of Industry
1.1.2 Major Products Classification of Industry
1.2 Analysis of Features of Agricultural Machinery Manufacturing Industry
1.2.1 Analysis of Regional Features of Industry
1.2.2 Analysis of Seasonal Features of Industry
1.2.3 Analysis of Lifecycle Phase of Industry
1.3 Analysis of Macro-environment for Agricultural Machinery Manufacturing Industry
1.3.1 Analysis of Policy Environment for Industry
(1) Analysis of Supervision System of Industry
(2) Major Laws and Regulations Related to Industry
1) Regulations for Agricultural Machinery Safety Supervision Management
2) Agricultural Mechanization Promotion Law of People's Republic of China
3) Agricultural Machinery Testing Method
4) National Supporting and Promoting Regulations on Administration of Agricultural Machinery Products
5) Interim Measures for the Administration of Government Subsidy Funds for Purchasing Agricultural Machine
6) Opinions of State Council on Promoting the Better and Faster Development of Agricultural Mechanization and Agricultural Machinery Industry
7) Policies for Development of Agricultural Machinery Industry
8) No.1 Central Document, 2007-2012
(3) Development Planning Related to Industry
1) "Twelfth Five-year" Plan for Development of National Agricultural Industry and Rural Economy
2) The Twelfth Five-year Plan for National Agricultural Mechanization, 2011-2015
3) Development Plan for Agricultural Machinery Industry, 2011-2015
4) "Twelfth Five-year" Plan for Promoting National Mechanized Agricultural Technology
5) "Twelfth Five-year" Plan for Development of National Equipment
1.3.2 Analysis of Economic Environment for Industry
(1) Analysis of International Macro-economy Situation
(2) Development Status of Domestic Macro-economy
(3) Development Forecast for Domestic Macro-economy
1.3.3 Analysis of Social Environment for Industry
(1) Analysis of Food Shortage Situation
(2) Analysis of Land Utilization Situation
(3) Analysis of Labor Force Situation in Agricultural Industry
Chapter 2: Analysis of Industrial Chain of China Agricultural Machinery Manufacturing Industry Industry
2.1 Profile of Industrial Chain Relation
2.1.1 Analysis of Industrial Chain Structure
2.1.2 Value Link of Industrial Chain
2.2 Analysis of Supply of Upstream Industries
2.2.1 Analysis of Steel Output and Price Trend
2.2.2 Analysis of Output of Hydraulic and Pneumatic Power Machinery and Components
2.2.3 Analysis of Production of Fastener Industry
2.2.4 Analysis of Production of Bearing Industry
2.2.5 Analysis of Production of Internal Combustion Engine Industry

2.2.6 Analysis of Production of Tire Industry
2.2.7 Analysis of Production of Machine Tool Industry
2.3 Analysis of Demand of Downstream Industries
2.3.1 Analysis of Peasant Group Structure
(1) Analysis of Group Structure of Peasant Generation
(2) Analysis of Income and Expense Structure for Peasant
2.3.2 Development Status and Trend of China Agricultural Industry
(1) Analysis of Production of Agricultural Industry
(2) Market Price Trend of Agricultural Products
(3) Analysis of Trading of Agricultural Products
(4) Development of Agricultural Products Intensive Processing Industry
(5) Analysis of Level of Agricultural Mechanization
(6) Analysis of Investment in "Three Rural Agricultural Problems"
2.3.3 Development Status and Trend of China Forestry Industry
2.3.4 Development Status and Trend of China Animal Husbandry Industry
2.3.5 Development and Trend of China Fishery Industry
2.3.6 Analysis of Mechanization Operation of Farmland in China
(1) Analysis of Comprehensive Mechanization Level of Farming, Sowing and Harvest for Crops
1) Mechanized Farming Area and Ratio
2) Mechanized Sowing Area and Ratio
3) Mechanized Harvest Area and Ratio
(2) Analysis of Comprehensive Mechanization Level of Farming, Sowing and Harvest for Wheat Industry
1) Wheat Planting Area and Regional Distribution
2) Analysis of Mechanized Sowing Level for Wheat
3) Analysis of Mechanized Harvest Level for Wheat
(3) Analysis of Comprehensive Mechanization Level of Farming, Sowing and Harvest for Rice Industry
1) Rice Planting Area and Regional Distribution
2) Analysis of Mechanized Sowing Level for Rice
3) Analysis of Mechanized Harvest Level for Rice
(4) Analysis of Comprehensive Mechanization Level of Farming, Sowing and Harvest for Corn Industry
1) Corn Planting Area and Regional Distribution
2) Analysis of Mechanized Sowing Level for Corn
3) Analysis of Mechanized Harvest Level for Corn

Chapter 3: Analysis of Development of International Agricultural Mechanized Manufacturing Industry

3.1 Development Overview of International Agricultural Mechanized Manufacturing Industry
3.1.1 Development Overview of International Agricultural Machinery Industry
3.1.2 Analysis of Supply and Demand of International Agricultural Machinery Industry
3.1.3 Competitive Landscape of International Agricultural Machinery Market
3.1.4 Development Trend for International Agricultural Machinery Market
3.2 Development of Agricultural Machinery Markets in Major Countries
3.2.1 Analysis of US Agricultural Machinery Market
3.2.2 Analysis of Australia Agricultural Machinery Market
3.2.3 Analysis of Canada Agricultural Machinery Market
3.2.4 Analysis of UK Agricultural Machinery Market
3.2.5 Analysis of France Agricultural Machinery Market
3.2.6 Analysis of Germany Agricultural Machinery Market
3.2.7 Analysis of Italy Agricultural Machinery Market
3.2.8 Analysis of Japan Agricultural Machinery Market
3.3 Analysis of Operation of Three Major Agricultural Machinery Companies and Their Investment in China
3.3.1 John Deere
(1) Analysis of Sales Revenue of Agricultural Machine
(2) Analysis of Distribution of Agricultural Machine Sales Regions
(3) Analysis of Agricultural Machinery Product Structure
(4) Analysis of Investment in China

3.3.2 Case New Holland (CNH)
(1) Analysis of Sales Revenue of Agricultural Machine
(2) Analysis of Distribution of Agricultural Machine Sales Regions
(3) Analysis of Agricultural Machinery Product Structure
(4) Analysis of Investment in China
3.3.3 AGCO
(1) Analysis of Sales Revenue of Agricultural Machine
(2) Analysis of Distribution of Agricultural Machine Sales Regions
(3) Analysis of Agricultural Machinery Product Structure
(4) Analysis of Investment in China
Chapter 4: Analysis of Development of China Agricultural Machinery Manufacturing Industry
4.1 Overall Development Information of China Agricultural Machinery Manufacturing Industry
4.1.1 Development Overview of Agricultural Machinery Manufacturing Industry
4.1.2 Analysis of Market Structure of Agricultural Machinery Products
4.1.3 Analysis of Agricultural Machinery Manufacturing Industry Technology Level
(1) Agricultural Machinery Digital Design Technology
(2) Agricultural Machinery Reliability Technology
(3) Agricultural Machinery Testing and Monitoring Technology
(4) R&D of New Agricultural Machinery Technologies and Products
(5) Key Development Directions for Agricultural Machinery Manufacturing Industry Technologies
4.1.4 Factors to Impact Development of Agricultural Machinery Manufacturing Industry
(1) Advantages
(2) Disadvantages
4.2 Analysis of Operation of China Agricultural Machinery Manufacturing Industry
4.2.1 Analysis of Industry’s Overall Operation Size
(1) Analysis of Enterprise Quantity Volume and Growth
(2) Analysis of Industry Asset Size and Growth
(3) Analysis of Industry Value and Growth
(4) Analysis of Industry Sales Volume and Growth
(5) Analysis of Industry Profits Size and Growth
4.2.2 Analysis of Industry’s Operational Capability
(1) Analysis of Industry Profitability
(2) Analysis of Industry Operational Capability
(3) Analysis of Debt-paying Ability
(4) Analysis of Development Capability
4.3 Analysis of Competitive Landscape of China Agricultural Machinery Manufacturing Industry
4.3.1 Analysis of Market Competition Structure in the Industry
(1) Competitive Landscape among Current Companies
(2) Upstream/Downstream Bargaining Power
(3) Analysis of Substitute Threats
(4) Analysis of Potential Entrants Threats
4.3.2 Analysis of M&A and Integration of Industry
(1) Overview of M&A and Integration of Industry
(2) Trend for M&A and Integration of Industry
(3) Problems on Industry M&A Need to be Notice
Chapter 5: Analysis of Market Segmentation Potentials of China Agricultural Machinery Manufacturing Industry
5.1 Analysis of Market Potentials for Tractor Industry
5.1.1 Overall Operation Situation of Tractor Industry
(1) Analysis of Production and Marketing Size of Tractor Industry
(2) Analysis of Profit Level of Tractor Industry
(3) Market Competitive Landscape of Tractor Industry
(4) Regional Distribution Pattern of Tractor Industry
5.1.2 Analysis of Operation of Market Segments in Tractor Industry
(1) Analysis of Operation of Large-scale Tractor Market
(2) Analysis of Operation of Medium-scale Tractor Market
(3) Analysis of Operation of Small-scale Tractor Market
5.1.3 Market Development Prospects Forecast for Tractor Industry
(1) Analysis of Development Trend for Tractor Industry

(2) Market Prospects Forecast for Tractor Industry
(3) Market Segmentation Prospects Forecast for Tractor Industry
5.2 Analysis of Market Potentials of Harvest Machinery Industry
5.2.1 Overall Operation Situation of Harvest Machinery Industry
(1) Analysis of Production Size of Harvest Machine
(2) Market Competitive Landscape of Harvest Machinery Industry
(3) Regional Distribution Pattern of Harvest Machinery Industry
5.2.2 Analysis of Operation Harvest Machinery Market Segments
(1) Analysis of Operation Wheat Harvest Machine Market
(2) Analysis of Operation Corn Harvest Machine Market
(3) Analysis of Operation Rice Harvest Machine Market
(4) Analysis of Operation Cash Crops Harvest Machine Market
5.2.3 Market Development Prospects Forecast for Harvest Machinery Market
(1) Market Prospects Forecast for Harvest Machinery Market
(2) Market Segmentation Prospects Forecast for Harvest Machinery Market
5.3 Analysis of Market Potentials for Cultivator Industry
5.3.1 Analysis of Overall Situation of Cultivator Market
5.3.2 Analysis of Operation of Cultivator Market Segments
(1) Analysis of Machinery Market for Cultivator
(2) Analysis of Operation of Transplanter Market
(3) Analysis of Operation of Sower
5.3.3 Development Trend for Machinery Market of Cultivator
5.3.4 R&D Priorities and Directions for Cultivator Mechanized Technologies
5.4 Analysis of Market Potentials for Mechanical Field Operation Industry
5.4.1 Analysis of Overall Situation of Mechanical Field Operation Market
5.4.2 Analysis of Operation Mechanical Field Operation Market Segments
(1) Analysis of Operation of Power-Driven Thresher
(2) Analysis of Operation of Transplanter
(3) Analysis of Operation of Sower
5.4.3 Development Prospects Forecast for Mechanical Field Operation
(1) Analysis of Market Potentials for Agricultural Drainage and Irrigation Machinery Industry
5.4.4 Analysis of Overall Situation of Agricultural Drainage and Irrigation Machinery Market
5.4.5 Analysis of Operation of Agricultural Drainage and Irrigation Machinery Market Segments
(1) Analysis of Operation of Agricultural Drainage and Irrigation Diesel Engine Market
(2) Analysis of Operation of Agricultural Pump Market
(3) Analysis of Operation of Water-saving Irrigation Equipment
5.4.6 Development Prospects Forecast for Agricultural Drainage and Irrigation Machinery Market
5.5 Analysis of Market Potentials for Agricultural and Sideline Product Processing Machinery Industry
5.5.1 Analysis of Overall Situation of Agricultural and Sideline Product Processing Machinery Market
5.5.2 Analysis of Operation of Agricultural and Sideline Product Processing Machinery Market Segments
(1) Analysis of Operation of Food Processing Machinery Market
(2) Analysis of Operation of Cotton Processing Machinery Market
(3) Analysis of Operation of Tea Processing Machinery Market
5.6 Analysis of Market Potentials for Agricultural Transport Machinery Industry
5.6.1 Analysis of Overall Situation of Agricultural Transport Machinery Market
5.6.2 Analysis of Operation of Agricultural Transport Machinery Market Segments
(1) Analysis of Operation of Low-speed Vehicle Market
(2) Analysis of Operation of Electric Powered Tricycle Market
5.6.3 Product Technology and Trend of Agricultural Transport Machines
5.7 Analysis of Market Potentials for Other Agriculture Machines
5.7.1 Analysis of Animal Husbandry Machinery
5.7.2 Analysis of Fishery Machinery
5.7.3 Analysis of Machinery for Fruit Industry
Chapter 6: Analysis of Market Potentials for China Agricultural Machinery Circulation and Maintenance
6.1 Analysis of Market Potentials for China Agricultural Machinery Circulation

6.1.1 Analysis of Operation Status and Potential of Market Potentials for Agricultural Machinery Circulation Industry
(1) Development Overview of Agricultural Machinery Circulation Industry
(2) Analysis of Competitive Landscape of Agricultural Machinery Circulation Industry
(3) Analysis of Development Trend for Agricultural Machinery Circulation Industry
6.1.2 Analysis of Entry Barriers to Agricultural Machinery Circulation Industry
(1) Rights of Agricultural Machinery Sales and Distribution Agency
(2) Barriers of Marketing Networks
(3) Barriers of Capital Strength
(4) Barriers of Brand and Reputation
(5) Barriers of Human Resources
6.1.3 Analysis of Traditional Agricultural Machinery Circulation Channel Modes
(1) All China Federation of Supply and Marketing Cooperatives
(2) “Market Project in Thousands of Villages” by Ministry of Commerce
(3) Agricultural Machinery Professional Cooperatives
6.1.4 Analysis of New Agricultural Machinery Circulation Channel Modes
(1) Franchise of Agricultural Machinery with Subsidies
(2) Chain Operation of Agricultural Machinery
(3) Agricultural Machinery 4S Shop
(4) E-commerce of Agricultural Machinery
6.1.5 Problems in Agricultural Machinery Circulation Industry
6.1.6 Strategic Suggestions for Development of Agricultural Machinery Circulation Industry
6.2 Analysis of Market Potential for China Agricultural Machinery Maintenance Industry
6.2.1 Development Status of Agricultural Machinery Maintenance Industry
6.2.2 Necessity for Construction of Agricultural Machinery Maintenance Outlets
6.2.3 Problems in Agricultural Machinery Maintenance Market
6.2.4 Operation Strategic Suggestions for Development of Agricultural Machinery Maintenance Market
6.2.5 Development Prospects Forecast for Agricultural Machinery Maintenance Market

Chapter 7: Analysis of Market Potentials for Key Regions in China Agricultural Machinery Manufacturing Industry
7.1 Analysis of Overall Regional Structure of Agricultural Machinery Manufacturing Industry
7.2 Analysis of Market Potentials for Shandong Agricultural Machinery Manufacturing Industry
7.2.1 Supporting Policies and Planning for Shandong Agricultural Machinery Manufacturing Industry
7.2.2 Analysis of Production and Marketing Volume of Shandong Agricultural Machinery Manufacturing Industry
7.2.3 Analysis of Profit Situation of Shandong Agricultural Machinery Manufacturing Industry
7.2.4 Analysis of Corporate Development of Shandong Agricultural Machinery Manufacturing Industry
7.2.5 Analysis of Development Trend for Shandong Agricultural Machinery Manufacturing Industry
7.3 Analysis of Market Potentials for Henan Agricultural Machinery Manufacturing Industry
7.3.1 Supporting Policies and Planning for Henan Agricultural Machinery Manufacturing Industry
7.3.2 Analysis of Production and Marketing Volume of Henan Agricultural Machinery Manufacturing Industry
7.3.3 Analysis of Profit Situation of Henan Agricultural Machinery Manufacturing Industry
7.3.4 Analysis of Corporate Development of Henan Agricultural Machinery Manufacturing Industry
7.3.5 Analysis of Development Trend for Henan Agricultural Machinery Manufacturing Industry
7.4 Analysis of Market Potentials for Jiangsu Agricultural Machinery Manufacturing Industry
7.4.1 Supporting Policies and Planning for Jiangsu Agricultural Machinery Manufacturing Industry
7.4.2 Analysis of Production and Marketing Volume of Jiangsu Agricultural Machinery Manufacturing Industry
7.4.3 Analysis of Profit Situation of Jiangsu Agricultural Machinery Manufacturing Industry
7.4.4 Analysis of Corporate Development of Jiangsu Agricultural Machinery Manufacturing Industry
7.4.5 Analysis of Development Trend for Jiangsu Agricultural Machinery Manufacturing Industry
7.5 Analysis of Market Potentials for Zhejiang Agricultural Machinery Manufacturing Industry
7.5.1 Supporting Policies and Planning for Zhejiang Agricultural Machinery Manufacturing Industry
7.5.2 Analysis of Production and Marketing Volume of Zhejiang Agricultural Machinery Manufacturing Industry
7.5.3 Analysis of Profit Situation of Zhejiang Agricultural Machinery Manufacturing Industry
7.5.4 Analysis of Corporate Development of Zhejiang Agricultural Machinery Manufacturing Industry
7.5.5 Analysis of Development Trend for Zhejiang Agricultural Machinery Manufacturing Industry

7.6 Analysis of Market Potentials for Hebei Agricultural Machinery Manufacturing Industry
7.6.1 Supporting Policies and Planning for Hebei Agricultural Machinery Manufacturing Industry
7.6.2 Analysis of Production and Marketing Volume of Hebei Agricultural Machinery Manufacturing Industry
7.6.3 Analysis of Profit Situation of Hebei Agricultural Machinery Manufacturing Industry
7.6.4 Analysis of Corporate Development of Hebei Agricultural Machinery Manufacturing Industry
7.6.5 Analysis of Development Trend for Hebei Agricultural Machinery Manufacturing Industry
7.7 Analysis of Market Potentials for Sichuan Agricultural Machinery Manufacturing Industry
7.7.1 Supporting Policies and Planning for Sichuan Agricultural Machinery Manufacturing Industry
7.7.2 Analysis of Production and Marketing Volume of Sichuan Agricultural Machinery Manufacturing Industry
7.7.3 Analysis of Profit Situation of Sichuan Agricultural Machinery Manufacturing Industry
7.7.4 Analysis of Corporate Development of Sichuan Agricultural Machinery Manufacturing Industry
7.7.5 Analysis of Development Trend for Sichuan Agricultural Machinery Manufacturing Industry
7.8 Analysis of Market Potentials for Liaoning Agricultural Machinery Manufacturing Industry
7.8.1 Supporting Policies and Planning for Liaoning Agricultural Machinery Manufacturing Industry
7.8.2 Analysis of Production and Marketing Volume of Liaoning Agricultural Machinery Manufacturing Industry
7.8.3 Analysis of Profit Situation of Liaoning Agricultural Machinery Manufacturing Industry
7.8.4 Analysis of Corporate Development of Liaoning Agricultural Machinery Manufacturing Industry
7.8.5 Analysis of Development Trend for Liaoning Agricultural Machinery Manufacturing Industry
7.9 Analysis of Market Potentials for Hunan Agricultural Machinery Manufacturing Industry
7.9.1 Supporting Policies and Planning for Hunan Agricultural Machinery Manufacturing Industry
7.9.2 Analysis of Production and Marketing Volume of Hunan Agricultural Machinery Manufacturing Industry
7.9.3 Analysis of Profit Situation of Hunan Agricultural Machinery Manufacturing Industry
7.9.4 Analysis of Corporate Development of Hunan Agricultural Machinery Manufacturing Industry
7.9.5 Analysis of Development Trend for Hunan Agricultural Machinery Manufacturing Industry
7.10 Analysis of Market Potentials for Guangdong Agricultural Machinery Manufacturing Industry
7.10.1 Supporting Policies and Planning for Guangdong Agricultural Machinery Manufacturing Industry
7.10.2 Analysis of Production and Marketing Volume of Guangdong Agricultural Machinery Manufacturing Industry
7.10.3 Analysis of Profit Situation of Guangdong Agricultural Machinery Manufacturing Industry
7.10.4 Analysis of Corporate Development of Guangdong Agricultural Machinery Manufacturing Industry
7.10.5 Analysis of Development Trend for Guangdong Agricultural Machinery Manufacturing Industry
Chapter 8: Analysis of Operation of Key Companies in China Agricultural Machinery Manufacturing Industry
8.1 Case Study of China Leading Agricultural Machinery Manufacturing Industry Companies
8.1.1 Shifeng Group
(1) Analysis of Development Profile
(2) Analysis of Operation Situation
1) Analysis of Production and Marketing Capability
2) Analysis of Debt-paying Ability
3) Analysis of Operation Capability
4) Analysis of Profitability
5) Analysis of Development Capability
(3) Analysis of Organization Structure
(4) New Product Structure and New Product Trends
(5) Regional Distribution of Sales Networks
(6) Analysis of Operational Advantages and Disadvantages
(7) Analysis of Investment, Merger and Restructuring
(8) Analysis of Latest Development Trend
8.1.2 Luoyang Yituo Dongfang Industry Co., Ltd.
(1) Analysis of Development Profile
(2) Analysis of Operation Situation
1) Analysis of Production and Marketing Capability
2) Analysis of Debt-paying Ability

3) Analysis of Operation Capability
4) Analysis of Profitability
5) Analysis of Development Capability
(3) Analysis of Organization Structure
(4) New Product Structure and New Product Trends
(5) Regional Distribution of Sales Networks
(6) Analysis of Operational Advantages and Disadvantages
(7) Analysis of Investment, Merger and Restructuring
(8) Analysis of Latest Development Trend
8.1.3 Shandong Wuzheng Group Co., Ltd.
(1) Analysis of Development Profile
(2) Analysis of Operation Situation
1) Analysis of Production and Marketing Capability
2) Analysis of Debt-paying Ability
3) Analysis of Operation Capability
4) Analysis of Profitability
5) Analysis of Development Capability
(3) Analysis of Organization Structure
(4) New Product Structure and New Product Trends
(5) Regional Distribution of Sales Networks
(6) Analysis of Operational Advantages and Disadvantages
(7) Analysis of Investment, Merger and Restructuring
(8) Analysis of Latest Development Trend
8.1.4 Foton Lovol International Heavy Industry Co., Ltd.
(1) Analysis of Development Profile
(2) Analysis of Operation Situation
1) Analysis of Production and Marketing Capability
2) Analysis of Debt-paying Ability
3) Analysis of Operation Capability
4) Analysis of Profitability
5) Analysis of Development Capability
(3) New Product Structure and New Product Trends
(4) Regional Distribution of Sales Networks
(5) Analysis of Operational Advantages and Disadvantages
8.1.5 Kubota Agricultural Machinery (Suzhou) Co., Ltd.
(1) Analysis of Development Profile
(2) Analysis of Operation Situation
1) Analysis of Production and Marketing Capability
2) Analysis of Debt-paying Ability
3) Analysis of Operation Capability
4) Analysis of Profitability
5) Analysis of Development Capability
(3) Analysis of Organization Structure
(4) New Product Structure and New Product Trends
(5) Regional Distribution of Sales Networks
(6) Analysis of Operational Advantages and Disadvantages
(7) Analysis of Latest Development Trend

如需了解报告详细内容，请直接致电前瞻客服中心。

全国免费服务热线：400-068-7188 0755-82925195 82925295 83586158

或发电子邮件：service@qianzhan.com

或登录网站：https://bg.qianzhan.com/

我们会竭诚为您服务！