Agenda

- About Myself
- SVA Improvement
- JD Configurator
- Other Opportunities
- Utilized Courses
- Other Applicable Courses
- Career Identifiers
About Myself

• Background
  • 2 younger brothers
  • Outdoorsman
  • Family of homebuilders

• United States Army
  • Medic/Team Leader
  • Deployed Sept 2009–Sept 2010

• Texas A&M University
  • BS in Agribusiness
  • Expected graduation: summer 2015

• Work Experience
  • Salesmen at Gander Mountain
  • First internship with John Deere
SVA Improvement

SVA Potential
• ~12K parts SVA negative
• Combined ~$5M

Project Plan
• Analyze list of parts
• Root cause analysis
• Build case to minimize deficit

Goal
• $100K in SVA Improvement

2013 Financial Performance

<table>
<thead>
<tr>
<th>Category</th>
<th>Parts</th>
<th>Attachment</th>
<th>Total Aftermarket</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Sales</td>
<td>$284M</td>
<td>$87M</td>
<td>$371M</td>
</tr>
<tr>
<td>Asset Turns</td>
<td>3.0</td>
<td>2.9</td>
<td>3.0</td>
</tr>
<tr>
<td>SVA</td>
<td>$64M</td>
<td>$20M</td>
<td>$84M</td>
</tr>
<tr>
<td>OROA</td>
<td>79%</td>
<td>74%</td>
<td>78%</td>
</tr>
<tr>
<td>SVA % of Net Sales</td>
<td>22%</td>
<td>21%</td>
<td>22%</td>
</tr>
</tbody>
</table>
SVA Improvement

Problem

Categorize

Analyze

SVA (-) PARTS

Pricing

Costing

Assets

Market Research

Alt. Solutions

Assessed Materials

Pricing History

Inv. Vs. Forecast

Demand
Providing Information

- Several hundred models we support
- Roughly 1200 attachments
- Need for non-current model information
  - Dealership
  - Customer
JD Configurator

**Identify**
- Current available attachments for RLE products

**Determine**
- What attachments were used in each base model

**Specify**
- What models each attachment was used on

**Categorize**
- Attachments into non-current model base code groups

**Build**
- Model Report
Other Opportunities

Photo shoot

- Greensboro, NC
- 2015 ZTrak 997 Diesel
- Roughly 20 people
- 2 Full Days
- Dealership Advertisement
Other Opportunities

Customer Fly-In

- Fuquay-Varina, NC
- Observe JD marketing
- Understand JD tactics
- Learned various product lines
- Experience customer interaction
Utilized Courses

• Macroeconomics
  • Adverse climate effects
  • Commodity pricing

• Cultural Geography
  • Consumer behavior
  • Diversified demand

• Business Finance
  • Revenue generation
  • Asset management
  • Costing
  • SVA/EPS value

• AGEC 217
  • Business statistics (Excel)
Applicable Courses

- Marketing
  - Seeking out consumer behaviors
  - Addressing customer needs
- Supply Chain
  - Asset management
  - Supplier negotiation
  - Attribute pricing
- Microsoft Excel
  - Mass data computation
  - Product listings/pricing
  - Adjustments
  - Autonomous functions
Career Identifiers

Pros:
• Schedule
• Consumer contact
• Field work/office work balance
• Tactical marketing
• Company stability/reliability/ethics
• Management/Leadership

Cons:
• Location
• Size