

JOHN DEERE: AN ENTREPRENEURSHIP CASE STUDY

INTRODUCTION:

John Deere was an entrepreneur in the 19th century. In his lifetime, European settlers were moving across the American Midwest and building farms and homes. One thing settlers did was use moldboard plows to break up the thick, prairie sod to make the land farmable. The plows they used had a problem. The soil would stick to them, so the farmers would have to stop often to clean their plows.

Deere created a solution. He started making highly polished steel plows that the soil wouldn't stick to. This started his journey as an entrepreneur.

GLOBAL IMPACT:

Today, Deere & Company employs 69,634 people in 108 locations worldwide. Careers at these locations can range from communications, finance jobs, engineers, designers, IT, agronomists, welders, and more.

There are also opportunities for independently owned John Deere dealerships, that create more job opportunities for employment.

COMMUNITY IMPACT:

Deere moved his new company to Moline, Illinois in 1848. The Deere & Company headquarters remain there to this day and remains the largest employer in the town.

In 1840, the population of Moline was 894. In 1850, the city grew to a population of 4,283. This is a 379% increase. At this time, Moline was a largely mill and factory city using power and transportation from the Mississippi River to aid in business. Though Deere was not the only business owner moving to the city, part of the city's growth can be attributed to the growth of his now infamous company.

SOCIETAL IMPACT:

John Deere's self-scouring plow revolutionized Midwestern agriculture. Farmers were able to work more land in less time. This allowed farms to grow and for more land to become farmland.

This one invention also kickstarted a now huge business that remains at the forefront of agricultural innovation. Modern technologies are available because of Deere's vision.

SOURCES:

John Deere Worldwide Locations (https://www.deere.com/assets/pdfs/common/our-company/about/WWmap_2018.pdf)
Moline, Illinois (https://en.wikipedia.org/wiki/Moline,_Illinois)
John Deere Annual Report (https://s22.q4cdn.com/253594569/files/doc_financials/2020/ar/Annual-Report-2020_.pdf)
John Deere, History (<https://www.deere.com/en/our-company/history/john-deere/>)