

# **Strategic Factor Analysis Summary (SFAS) Framework (Quantitative SWOT) Analysis & OEMs Ranking - 2017 - Europe's Top 7 Aerospace & Defense Companies - Airbus Group, BAE Systems, Leonardo- Finmeccanica, Rolls-Royce, Safran, Dassault, Thales**

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## **Abstracts**

The report provides key insights into the overarching Strategic Positioning and degree of Environmental Responsiveness of the Europe's Top 7 Aerospace & Defense Companies through a Strategic Factor Analysis Summary (SFAS) framework analysis; also referred to as Quantitative SWOT Analysis, against the backdrop of an evolving industry landscape & shifting global dynamics with the global defense spending witnessing a surge driven by a deterioration of traditional world order with the resurgence of Russia, growing threat from terrorism & extremism, ongoing conflict in the Middle East and alteration of regional dynamics in the Asia-Pacific region with rapid military build-up by China & continued nuclear antics by North Korea which have collectively been driving defense spending across most key nations in the region with the upward growth trend likely to be sustained over medium term. Replacement of old, ageing cold war legacy hardware is going to drive growth avenues across traditional markets, led by, North America and Europe while acquisition of new hardware & systems aimed at strengthening & expansion of capabilities will be the key to growth across emerging markets based in the Middle East & APAC regions, led by Saudi Arabia & India respectively. The trend translates into significant growth opportunities for leading industry OEMs over medium term with a number of key, big ticket defense programs already initiated or under consideration across most markets globally. European industry players, which have traditionally focused significantly on international exports, are likely to have an advantage with reference to growth avenues across emerging markets as they already have many of these nations as their existing customers and hardware users.

The report provides an overall SFAS score on each of the Europe's Top 7 Aerospace & Defense companies based on an analysis of each company's strategic positioning in the current as well as projected market dynamics and its degree of responsiveness to its internal & external environment respectively with the objective of assessing as to how favorably is each company positioned (with its portfolio, underlying strategy & state of operations etc.) and how responsive it is to the nature & pace of changes taking place within its internal and external environment respectively. The framework generates an insightful snapshot of the prevailing, overall strategic equation for each company by identifying, weighing, prioritizing & ranking significant strategic factors present in the internal & external environment through an Internal Factor Analysis Summary (IFAS) matrix & External Factor Analysis Summary (EFAS) matrix respectively based on the strategic significance & potential degree of impact of factors along-with each respective company's corresponding degree of responsiveness to those factors. The final Strategic Factor Analysis Summary (SFAS) framework amalgamates the IFAS & EFAS matrices into a single matrix providing a holistic, overarching view on each market player.

The numeric SFAS scores and the analysis produced by the framework, thus, are highly useful for competitive & comparative analysis from a current as well as emerging reality perspective with the framework assessing the strategic positioning & the degree of responsiveness of each company towards the present as well as emerging market & industry dynamics, thereby, analyzing the ability to be able to create & capitalize on potential growth opportunities effectively by harnessing & navigating the changing market & technology landscape effectively while leveraging structural & core strengths and negating threats & overcoming challenges simultaneously.

SFAS, as a framework, thus, scores significantly over the traditional SWOT analysis framework, in terms, of its ability to quantify a range of strategic factors categorized into strengths, weaknesses, opportunities & threats respectively based on the nature & potential degree of effect of each strategic factor being analyzed, thereby, making it much more effective for competitive assessment & analysis and from a strategic planning standpoint with the creation of a quantitative strategic snapshot on each market player.

#### Relevance & Usefulness of the Report:

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, Comparative Analysis & Strategic Planning

Overall Strategic Equation & Quantified, Numeric SFAS score for each Company based on analysis of Strategic Positioning, Market Dynamics & Responsiveness.

Holistic, Comparative Analysis on & Ranking of the industry OEMs based on SFAS Scores.

Analysis of degree of Congruence between Emerging Market Landscape & Strategy focus across OEMs

Identifying & highlighting areas for making potential Strategic Changes, Adjustments & Realignment

Analysis & Assessment of Emerging Market, Technology Trends & Developments impacting the Industry/Sector

Analysis of Forces Driving as well as restraining the Industry & their overall Dynamics

Analysis of Market Evolution with Medium Term Demand Growth Projections & Outlook

For Whom:

The SFAS Framework analysis report is essential & a must have for Government Officials and Military as well as Senior Industry Personnel and all those with strategic interest & stakes in the European and/or Global Aerospace & Defense Industry. The report will be extremely useful for Key Decision-Makers, Program & Procurement Managers, Defense Contracting Executives & Defense Departments, Top Management of Industry Players & Other Companies, Suppliers, Vendors & Associated Equipment Manufacturers, Technology Solutions Providers, Services Providers and other Key Players in the Industry Value Chain. The report will also be useful for existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy &

Management Consulting Firms, PE Firms, Venture Capitalists, Researchers and all those associated with the industry.

Features, Benefits & Reasons to Procure:

Availability of a Translated Copy of the Report in Select, Multiple Languages on Request at No Additional Cost – French, German, Spanish, Italian & Portuguese

Provides Macro View and Big Picture Quickly

Visual Representation

Blend of Quantitative & Qualitative Analysis

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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Leonardo Finmeccanica S.p.A.

Rolls Royce plc

Safran SA

Dassault Aviation SA

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