

# **Strategic Factor Analysis Summary (SFAS) Framework (Quantitative SWOT) Analysis & OEMs Ranking - 2017 - Global Top 5 Civil Helicopter Manufacturers - Airbus Helicopters, Leonardo Helicopters, Bell Helicopters, Russian Helicopters, Sikorsky**

<https://marketpublishers.com/r/2ADF6CD1C7EEN.html>

Date: October 2016

Pages: 85

Price: US\$ 825.00 (Single User License)

ID: 2ADF6CD1C7EEN

## **Abstracts**

The report provides key insights into the overarching Strategic Positioning and degree of Environmental Responsiveness of the Global Top 5 Civil Helicopter Manufacturers 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 Civil Helicopter market continuing to face & brace significant headwinds leading to anemic demand growth emanating from continued major downturn in the global energy sector. The industry OEMs face significant competitive intensity & pricing pressures in an oversupply driven market scenario accompanied by competitive pressures from used helicopter inventory with most key industry OEMs reporting a drop in revenues as well as profitability for the first half of 2016. The recent agreement by OPEC to the outline of a proposed deal to cut oil production over near term, for the first time since 2008, could bring some semblance to crude oil prices in 2017 and provide some traction to the energy sector which has been reeling under the pressure of a significant downturn that has taken away over \$200 billion worth of capital spending over the past 2 years.

The report provides an overall SFAS score on each of the Top 5 Civil Helicopter manufacturers 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 score 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 report will be essential & a key resource for those associated with and having strategic interest in the Global Civil Helicopter market. The report will be essential for senior industry personnel and will be especially useful for Key Decision-Makers, Top Management of Companies, OEMs, Fleet Operators, Suppliers, Vendors, Technology & MRO Services Providers, Flight Simulator & other Related Equipment Manufacturers 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 & VC Firms 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

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Provides Macro View and Big Picture Quickly

Visual Representation

Blend of Quantitative & Qualitative Analysis

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Superior & Enriched User Experience with Incorporation of Relevant Images

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