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Airbus Group SE - 2019-2020 - Strategic Factor Analysis Summary(SFAS) Framework Analysis

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Abstracts

The report provides key insights into the Strategic Positioning and degree of Environmental Responsiveness of Airbus Group SE through the Strategic Factor Analysis Summary (SFAS) framework analysis developed by Wheelen & Hunger; also referred to as Quantitative SWOT Analysis. The report provides an overall SFAS score on Airbus based on an analysis of the 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 the company positioned 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 the company based on analysis of 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 ultimately leading to the development of Strategic Factor Analysis Summary (SFAS) framework providing a holistic, overarching view.

The numeric SFAS score and the analysis produced by the framework, thus, is highly useful for competitive & comparative analysis from a current as well as emerging reality perspective with the framework assessing strategic positioning & the degree of responsiveness of the 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 the company/business being analyzed.

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 based on analysis of Strategic Positioning, Market Dynamics & Responsiveness.

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

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: Key Decision-Makers across Industry Value Chain

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The report will be essential & a key resource for those associated with and having strategic interest in the Global Aerospace & Defense Industry. The report will be especially useful for

Key Decision-Makers & Senior Industry Executives

Program, Project & Procurement Managers

Defense Procurement Departments & Executives

Industry OEMs, Top Management of Industry Players & Other Companies

Suppliers, Vendors, Technology & MRO Services Providers & Key Players the Industry Value Chain

Existing & potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

PE Firms, Venture Capitalists and Financing & Leasing Companies

Researchers and all those associated with the industry in general

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Contents

SECTION - 1

Business Structure & Snapshot
a) Founded
b) Headquartered
c) Business Segments
d) Employees
e) Products, Services Portfolio and Key Competitors
f) Market Capitalization
g) Key Executives
h) Shareholding/Ownership Pattern & Structure

SECTION – 2

Financial Performance Snapshot –
1. Revenue Base & Growth Trend
2. Revenues Split by Key Business Segments
3. Revenues Split by Key Geographic Markets & Regions
4. Gross Earnings & Margin Trend
5. Operating Earnings & Operating Margin Trend
6. Return on Sales Trend
7. Profitability Growth Trend
8. Cash Flow from Operations
9. R&D Expenditure Trend
10.CAPEX Trend

SECTION – 3

Internal Factor Analysis Summary (IFAS) Matrix
Quantified Strategic Factors categorized under Strengths
Quantified Strategic Factors categorized under Weaknesses

SECTION – 4

External Factor Analysis Summary (EFAS) Matrix
Quantified Strategic Factors categorized under Opportunities
Quantified Strategic Factors categorized under Threats

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SECTION - 5

Strategic Factor Analysis Summary (SFAS) Matrix – With reprioritization, quantification & Final ranking of respective strategic factors deriving from IFAS & EFAS matrices.
Quantified Sources of Strengths which could be Leveraged
Quantified Weaknesses to be Worked Upon
Opportunities to be Capitalized Upon & their Quantification to Assess Degree of Relevance & Usefulness
Threats to be Mitigated, Negated & Overcome & their Quantification to Assess Potential Degree of Impact

SECTION – 6

Analysis of Business Outlook for 2020

SECTION – 7

Global Aerospace & Defense Industry – Force Field Analysis Analysis of Driving & Restraining Forces and their Overall Dynamics
Driving Forces
Restraining Forces

SECTION – 8

Key Market & Technology Trends Analysis of Key Trends poised to Shape & Transform the future

SECTION – 9

Key Issues, Challenges & Risk Factors

SECTION - 10

Strategic Market Outlook – Global Aerospace & Defense
1 1.1 Analysis of Emerging Market Scenario for Aerospace & Defense
1 1.2 Global Defense Spending Trends
1 1.3 Top 5 Defense Spending Nations & Defense Budgetary Trends
1 1.4 Key Growth & Technology Investment Priority Areas

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1 1.5 Key Upcoming Defense Programs
1 1.6 Emerging Technologies
1 1.7 Market Outlook & Growth Projections

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