

# **Airbus Group SE - Strategy Dossier - 2017 - Strategic Focus & Priorities, Key Strategies & Plans, SWOT, Trends & Challenges, Market Outlook**

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## **Abstracts**

The Global Defense spending is witnessing growth as of late driven by the evolution of traditional world order marked by deterioration of traditional rule based decision making and Russian resurgence, 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 being played by North Korea. All of these have collectively been driving defense spending across most key nations globally 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 across most 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.

The growth in defense spending is also being propelled by technological evolutions & radical innovations being pursued & delivered by the industry value chain driving the generational leap in strategic as well as operational capabilities while providing significant incentive through optimized operating economics for the impending need for replacement of legacy, cold war era systems & hardware, as evinced by the recent state of developments over the JMR-FVL (Joint Multi-Role, Future Vertical Lift), JLTV (Joint Light Tactical Vehicles) & the Next Generation, B-21 Raider Strategic Bomber programs respectively.

The Commercial Aviation sector, too, is in the middle of a second golden age driven by

steady & rapid growth in air traffic coupled with a number of favorable macroeconomic forces and growth drivers spearheaded by technological evolution with specific reference to propulsion technologies and a low crude oil price environment which has been boosting airlines profitability globally. The overall emerging medium term view for the Aerospace & Defense industry globally, thus, is bright & promising.

Against this backdrop, the report analyzes the overall strategy focus and provides Insights into & Comprehensive analysis of the Strategies & Plans being conceptualized & pursued by Airbus Group for the medium term horizon. The report also includes an insightful & comprehensive SWOT framework analysis on the company; which is used extensively for scanning, assessment & analysis of the internal as well as external business environment of an organization as part of strategic planning process. The framework generates a snapshot of the company's inherent strengths & weaknesses as part of the internal environment assessment and outlines potential growth opportunities as well as threats as part of the external environment assessment.

The report also incorporates analysis of key industry trends, issues & challenges and risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis. The report concludes by providing comprehensive market outlook over medium term with overview of demand projections across key market segments & key geographic regions.

#### Relevance & Usefulness:

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:

Strategic Planning & Decision-Making process

Analysis of Medium Term Strategy Focus and Key Strategies & Plans

Identification of & Insights into Potential Growth Opportunities & Avenues

Market Evolution & Demand Growth Projections over Next Decade

Assessing potential impact of emerging Market Trends & Developments

Contingency planning for current Strategies & Programs

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

Strategic Perspective on the Business & Strategic Outlook for 2017

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market Outlook for 2017

For Whom:-

The report will be extremely useful for Key Decision-Makers, Program, Project & 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 and those with strategic interest & stakes in the Global Aerospace & Defense Industry.

Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

## Contents

### SECTION 1

#### Business Structure & Snapshot

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Business Portfolio
- f) Market Capitalization/Ownership Structure
- g) Key Executives
- h) Shareholding/Ownership Pattern & Structure

### SECTION – 2

#### Financial Performance Analysis – Charts & Analysis:

1. REVENUE BASE & GROWTH TREND
2. REVENUES SPLIT BY KEY 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

#### SWOT Analysis

- Sources of Strengths which could be Leveraged
- Weaknesses to Overcome & Offset
- Opportunities to Capitalize Upon
- Threats to Mitigate

### SECTION – 4

#### Strategic Focus & Priorities

## **SECTION 5**

### Key Strategies & Plans

- Business Portfolio Strategies & Plans
- Strategies & Plans for Key Programs
- Technological and R&D Strategies & Plans
- Market Specific Strategies & Plans
- Corporate Strategies & Plans
- Manufacturing/Production Strategies & Plans
- Business Growth Strategies & Plans Organic & Inorganic
- Financial Strategies & Plans
- Acquisitions, Strategic Alliances & JVs
- Other Strategies & Strategic Initiatives

## **SECTION – 6**

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

- Driving Forces
- Restraining Forces

## **SECTION – 7**

### Key Trends

- Industry Trends
- Market Trends
- Technology Trends

## **SECTION – 8**

### Key Issues, Challenges & Risk Factors

## **SECTION – 9**

### Strategic Market Outlook

- Defense Spending Scenario
- Market Outlook for Key Defense Segments
- Analysis of Emerging Market Scenario for Commercial Aviation

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