

# **Airbus Group - Strategy Dossier - 2015 - Key Strategies, Plans, SWOT, Trends & Strategic Outlook**

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## **Abstracts**

### **INTRODUCTION, INDUSTRY BACKDROP & REPORT OVERVIEW:**

The report provides comprehensive insights into the Strategic Positioning, Strategic Priorities, Strategic Responsiveness and Key Strategies & Plans for Airbus Group based on a holistic assessment as well as comprehensive analysis of Business Activities, Strategic Initiatives, Strategic Measures, Business & Strategic Developments and Strategic Moves against the backdrop of an evolving industry landscape with the global aerospace & defense industry juxtaposed between strong tailwinds driving tremendous growth momentum in the commercial aerospace segment and continued headwinds in the defense segment, witnessing a cyclical downswing marked by defense budgetary cuts underway across most traditional markets after experiencing a phase of strong growth driven by the allied war on terror during the first decade of the present century. The global aerospace & defense industry & most industry players are, thus, in the process of harnessing the alternate cyclicity of the commercial & defense segments effectively to partially offset the ongoing slump in the defense segment by leveraging the commercial segment's growth momentum while preserving the core competencies & capabilities of their defense businesses through maintenance of an optimized defense industrial base, in line with the prevailing industry vicissitudes and to navigate their way through.

The Commercial Aerospace segment is in the middle of a significant growth phase, driven, primarily, by significant growth in air traffic, projected to grow at 5% CAGR over long-term and continued improvements in cargo traffic globally along with other strong, long-term growth drivers complemented perfectly by the introduction of new aircraft programs by almost all key industry OEMs featuring cutting-edge technologies, especially, propulsion systems along with a range of other incremental as well as radical

innovations by key players in the global industry value chain which has been a key driver of major fleet renewals underway across airlines globally and has ultimately been transpiring into significant growth avenues marked by burgeoning & record order backlog positions for new, commercial aircraft programs across all key industry OEMs.

The embattled Defense segment, however, too, has some niche windows of growth opportunities available, created, mostly 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, Strategic Bomber programs respectively and the emergence of the recent, self-funded developmental programs by OEMs. Additionally, the Ukraine crisis has triggered concerns with respect to defense capabilities & has heightened threat perception amongst a number of European states, based in Northern & Eastern Europe, led by Poland & Norway, which are focusing on building up military capabilities rapidly to counter growing Russian threat in the region which is likely to drive an increase in defense spending across Northern & Eastern Europe over near term. Russia's defense budget is projected to grow to 4% of its GDP by 2016 while Chinese defense spending, too, continues to spiral up. Defense budgets across other key nations based in the Asia-Pacific & Middle East regions, too, continue to witness significant growth presenting potential growth opportunities to leading global industry players.

## **SCOPE OF ANALYSIS:**

The report provides Key Insights into Strategies & Plans being conceived, implemented & pursued by the Airbus Group for the medium term horizon. This report on Airbus Group also includes an insightful SWOT framework analysis on the company; which is used extensively for an assessment of the internal as well as external business environment of an organization as part of the 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 concludes by providing comprehensive insights into the key industry trends, issues, challenges, risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis followed by

industry outlook for 2015.

### **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:**

Competitive Assessment as well as Comprehensive Strategic Business Analysis

Assessment of degree of environmental responsiveness as well as strategic orientation

Gaining access to Key Inputs for Strategic Planning & Decision-Making Process

Identification of opportunities which could be capitalized upon

Identification of potential threats in the business environment

Analysis of and Insights into key Strategies & Plans being pursued by the company

Identifying & highlighting areas for Strategic Changes, Adjustments & Realignment

Gaining a Strategic Perspective on the Business & Strategic Outlook for 2015

Access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2015

### **FOR WHOM:**

The report is a niche, key & vital resource on the Business Strategy Domain given its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company & the Global Aerospace & Defense Industry & will be especially useful for Key Decision-Makers, Top Management of Companies, OEMs,

Suppliers, Distributors, Vendors and other Key Players in the Industry Value Chain as well as existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists & all those associated with the Global Aerospace & Defense Industry.

### **REPORT HIGHLIGHT:**

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations with visual representation & orientation based on a slide architecture, being built on the Microsoft PowerPoint platform; in addition, to being a ready self-reckoner as well as a quick reference guide driving, enabling & ensuring prompt and informed decision making. This PowerPoint architecture based report provides high readability & ease of navigation besides generating significant time savings by saving the end-user the effort of sifting through voluminous pages of text, in addition, to enhancing the scope of retention, immediate utilization & application of analysis through visual representation and incorporation of relevant images to support & supplement the analysis.

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