

# Airbus Group - Strategy Focus, Plans & Outlook for 2016

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## Abstracts

The report analyzes the overall strategy focus and provides Insights into Key Strategies & Plans being conceptualized & pursued by Airbus Group for the medium term horizon amid an improving market scenario with defense budgets across North America and EU likely to see real growth over near to medium term with rapidly evolving geopolitical dynamics and equation with the resurgence of traditional state based threats, deterioration of traditional rule based international world order and growing threat from extremism, terrorism and political instability.

Thus, long term, big ticket, scratch-up franchise programs (like the LRS-B in the U.S.), development of next generation technologies, ongoing sustainment support as well as equipment modernization and international export opportunities are likely to be key growth drivers for the industry over medium term. Additionally, emerging markets & regions led by Asia-Pacific & the Middle-East have become & are poised to remain as key growth markets for arms procurement globally over near term with ongoing political instability, internal conflict, strong threat perception & territorial disputes being key drivers. Russian threat post Ukraine episode and current display of military capabilities in Syria have been driving military spending across Eastern & Northern Europe while China's rapid build-up of military capabilities has been the key driver of defense spending across the Asia-Pacific region with continued North Korean antics likely to further boost the same. Continued political instability & ongoing internal conflict, especially, with events like the recent Iran-Saudi Arabia face off, are likely to continue to drive new equipment sales, modernization & replacement across Africa & the Middle-East region led by Saudi Arabia.

The near to medium term picture for the industry, thus, seems to be improving significantly with both commercial and defense segments poised for growth. The report

also includes a comprehensive market outlook for the global aerospace & defense industry over medium term.

#### 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:

Inputs for Strategic Planning & Decision-Making process

Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans

Analysis of Market Evolution for the Global Aerospace & Defense Industry

Contingency planning for current Strategies & Programs

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

#### For Whom:

The report would be essential for those having strategic interest in the Company and/or the Global Aerospace & Defense Industry and will be especially useful for Key Decision-Makers, Program & Project Managers, Military Procurement Managers, Defense Contracting Executives & Departments, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Maintenance & Technology 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, Financing & Leasing Companies, Researchers and all those associated with the industry.

#### Key Features:

Provides Macro View and Big Picture Quickly

Visual Representation enables Easy Comprehension

Meetings & Presentation Ready Format

## Contents

### SECTION - 1

#### Business Structure & Snapshot

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Product Portfolio - Major Product Platforms, Programs and Key Competitors
- 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
11. ORDER INTAKE
12. ORDER BACKLOG POSITION

### SECTION – 3

#### Strategy Focus

### SECTION – 4

#### Key Strategies & Plans

- Business and Product Portfolio Strategies & Plans
- Technological and R&D Strategies & Plans

Market Specific Strategies & Plans  
Corporate Strategies & Plans  
Sales Strategies and Plans  
Manufacturing/Production Strategies & Plans  
Business Growth Strategies & Plans - Organic & Inorganic  
Financial Strategies & Plans  
Acquisitions, Strategic Alliances & JVs  
Other Strategies & Strategic Initiatives

## **SECTION – 5**

Global Aerospace & Defense Industry - Strategic Outlook

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