

Airbus Helicopter SAS - Strategy Dossier - 2016 - Key Strategies, Plans, SWOT, Trends & Outlook

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Abstracts

The global helicopter market is currently facing a double whammy with the military helicopter segment impacted significantly by continued defense budgetary pressures & cuts underway across most traditional markets while the slide & continued slump in global crude oil prices has been impacting the demand for new civil helicopters and activity levels of existing fleets engaged in the offshore oil & gas exploration sector globally. The situation has impacted the industry OEMs significantly which had been focusing on & working towards strengthening the civil helicopter segment to partially offset the impact of budgetary cuts on the military segment.

The medium to long term view of the sector, however, is promising with presence of strong fundamentals and long term, sustainable growth drivers & enablers spearheaded by technological evolution & R&D activity. The development of next-generation compound helicopters & tilt-rotorcrafts for military & civil applications has already heralded the advent of a new era that is likely to witness a significant expansion of the operational spectrum, capabilities & performance threshold of these machines which is likely to eventually transform & redefine their role besides enhancing overall effectiveness for a wide range of missions & operations.

Against this backdrop, the report analyzes the overall strategy focus and provides Insights & Comprehensive analysis of the Strategies & Plans being conceptualized & pursued by Airbus Helicopters 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 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 also incorporates analysis of key industry trends, issues & challenges, 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 military & civil helicopter segments and key geographic markets & 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

Identification of & Insights into Potential Growth Opportunities & Avenues

Analysis of Medium Term Strategy Focus and Key Strategies & Plans

Market Evolution & Demand Projections for Military & Civil Helicopter Segments

Assessment & Analysis of Emerging Market as well as Technology 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 2016

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2016

For Whom:

The report is a key information resource on Airbus Helicopters given its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company and/or the Rotorcraft sector as well as 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, MRO Services Providers, Helicopter Operators, Flight Simulator 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 Firms, Venture Capitalists, Financing & Leasing Companies, Researchers and all those associated with the industry.

Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation enables Easy Comprehension

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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2. GLOBAL DEMAND OUTLOOK FOR MILITARY & CIVIL HELICOPTERS; PROJECTIONS & FORECASTS TO 2024

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