

Airbus Helicopters - 2017 - Strategic Factor Analysis Summary(SFAS) Framework Analysis

<https://marketpublishers.com/r/A80993F9B61EN.html>

Date: October 2016

Pages: 30

Price: US\$ 215.00 (Single User License)

ID: A80993F9B61EN

Abstracts

The report provides key insights into the overarching Strategic Positioning and degree of Environmental Responsiveness of Airbus Helicopters through a Strategic Factor Analysis Summary (SFAS) framework analysis; also referred to as Quantitative SWOT Analysis, against the backdrop of an evolving industry landscape & shifting global dynamics with the global military helicopter market witnessing traction as of-late with the stabilization & slight uptick in defense spending across most key global markets mandated by a strong, external threat perception, the evolution of traditional world order, complex as well as challenging geo-political dynamics coupled with an ageing, in-service helicopter fleet and availability of next generation technologies driving an expansion of operational spectrum as well as capabilities of these machines which is likely to further incentivize & accelerate replacement decisions across most markets globally. The Global Civil Helicopter market, on the contrary, continuing to face & brace significant headwinds leading to anemic demand growth emanating from continued major downturn in the global energy sector.

The report provides an overall SFAS score on Airbus Helicopters 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 (with its portfolio, underlying strategy & state of operations etc.) 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 by identifying, weighing, prioritizing & ranking significant 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. The final Strategic Factor Analysis Summary (SFAS) framework amalgamates the IFAS & EFAS matrices into a single matrix 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:

The report will be essential & a key resource for those associated with and having strategic interest in the Global Military and/or Civil Helicopter market. The report will be essential for senior industry personnel and will be especially useful for Key Decision-Makers, Top Management of Companies, Program & Project Managers, Defense Contracting Executives & Departments, OEMs, Fleet Operators, Suppliers, Vendors, Technology & MRO Services Providers, Flight Simulator & other Related Equipment 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 & VC Firms and all those associated with the industry.

Features, Benefits & Reasons to Procure:

Availability of a Translated Copy of the Report in Select, Multiple Languages on Request at No Additional Cost – French, German, Spanish, Italian & Portuguese

Provides Macro View and Big Picture Quickly

Visual Representation

Blend of Quantitative & Qualitative Analysis

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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