

Airbus Helicopters SAS - Strategy Focus, Plans & Outlook for 2016

<https://marketpublishers.com/r/A3EF5733F72EN.html>

Date: February 2016

Pages: 25

Price: US\$ 165.00 (Single User License)

ID: A3EF5733F72EN

Abstracts

The report analyzes the overall, near to medium term Strategy Focus and provides Insights into the Key Strategies & Plans being conceptualized & pursued by Airbus Helicopters to maintain its leadership of the global civil helicopter market while working towards expanding market share in the global military helicopter market over the medium term horizon amid an evolving market environment with increasing threat from terrorism & extremism likely to further enhance the strategic significance as well as role of military helicopters for carrying out anti-insurgency based and a range of other critical missions and operations in a complex, challenging, uncertain & rapidly evolving global geo-political environment. After years of budgetary cuts most traditional markets are likely to witness a moderate to significant growth in defense budgets over near to medium term with increasing complexity of security challenges, resurgence of conventional state based threats & a wearing down of traditional world order. The overarching focus across traditional markets has significantly strengthened on enhancing capabilities through replacement of old hardware, equipment modernization & upgrade, plugging of capability gaps and enhancement of capabilities through integration of cutting edge, next generation technologies. In the United States, large, big ticket defense programs, especially, the Joint Multi Role – Future Vertical Lift (JMR-FVL); are likely to be the key & drive growth over medium to long term. However, the Asia-Pacific region is projected to spearhead global demand for military helicopters over the next decade with a number of states poised to replace their ageing helicopter platforms as they expand military capabilities to counter growing threat, assertiveness & military build-up by Russia & China.

The global civil helicopter market, too, is on the verge of a transformation driven by a radical, generational leap in technology with the development & ongoing efforts towards commercialization of tiltrotorcrafts & compound helicopters for the civil segment by the

industry. The role played traditionally by civil helicopters, thus, is likely to be redefined with the emergence of tiltrotorcrafts featuring a much broader operational spectrum, enhanced capabilities & higher performance threshold. The near-term outlook for civil helicopters is, however, difficult with the sector impacted significantly by the ongoing downturn & consolidation in the offshore oil & gas exploration sector, which accounts for a major 40% share of the annual demand for new civil helicopters globally followed by the law enforcement & EMS segment. The sustained slump in crude oil prices is likely to continue to have an impact on demand and activity across the global in-service civil helicopter fleet as well over near term with limited activity across key exploration sites. However, other market segments, including, law enforcement, EMS, firefighting, tourism & training are witnessing an increase in utilization rate & replacement cycles which should keep the overall demand for civil helicopters stable over near term along-with continued growth in aftermarket sales, MRO & other services amid a favorable & sustained low oil price environment.

Relevance & Usefulness: The report will be useful for:

Inputs for Strategic Planning, Assessment & Decision-Making Processes

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

Near to Medium Term Market Outlook, Inputs on Market Evolution & Growth Projections

Demand Projections for Military & Civil Helicopters through 2024

Contingency planning for current Strategies & Programs

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

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential for those having strategic interest in the Company and/or the Global Military and/or Civil Helicopter Market. The report will be especially useful for Key Decision-Makers, Program 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.

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 Snapshot - 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 & ROTORCRAFT DELIVERIES TREND
- 12. ORDER BACKLOG POSITION

SECTION – 3

Strategy Focus

SECTION – 4

Key Strategies & Plans

- Product Portfolio Strategies & Plans
- Service Level Strategies & Plans

Technological and R&D Strategies & Plans
Market Specific Strategies & Plans - Traditional & Emerging Markets
Corporate Strategies & Plans
Sales, Marketing & Branding 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 Military & Civil Helicopter Market Segments - Strategic Outlook to 2024

1. ANALYSIS OF EMERGING MARKET SCENARIO FOR MILITARY & CIVIL HELICOPTERS

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

I would like to order

Product name: Airbus Helicopters SAS - Strategy Focus, Plans & Outlook for 2016

Product link: <https://marketpublishers.com/r/A3EF5733F72EN.html>

Price: US\$ 165.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A3EF5733F72EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970