

# **Airbus Helicopters - Strategy Brief - Q1 2014 - Strategic Initiatives, Developments, SWOT, Trends & Outlook**

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## **Abstracts**

### **1. Overview & Rationale:**

The report provides comprehensive analysis as well as holistic assessment of the Strategic Initiatives, Strategic Measures, Business & Strategic Developments and Strategic Activities as well as Moves for Airbus Helicopters for Q1 2014 and provides an analysis of how they integrate with & fit into the medium term strategic picture & overall business strategy against the backdrop of an evolving industry landscape & recovering global macroeconomic indicators with the industry reeling under the pressure of significant defense spending cuts across most traditional markets impacting new hardware acquisitions while the commercial helicopter segment is being driven by significant demand from the offshore oil & gas exploration sector.

1. Industry Overview & Backdrop: Continued Budgetary Pressures across Traditional Markets Impacting Military Segment. Steady Growth Projections for Civil Segment over Medium Term.

The global military helicopter & rotorcraft segment globally is being driven by rapidly expanding role of helicopters in the overall force structure of armed forces globally with the showcasing of their capabilities for conducting a broad range of anti-terrorism directed military operations & countering a wide range of asymmetric threats during the allied war on terror across Iraq & Afghanistan war theatres during the first decade of this century.

Additionally, the evolving role of helicopters as significant force multipliers with their rapidly increasing capabilities, especially, with the rise of rotorcrafts, & their increasing

indispensability for conducting a wide range of military operations & missions and the rapidly evolving nature of threat perception from symmetric to asymmetric has made their presence formidable with the battlefield boundaries becoming increasingly nebulous. The development of experimental compound helicopter platforms, especially, the self-funded X2 program by Sikorsky & X3 by Eurocopter have already heralded the beginning of a new technological era as well as leap for military helicopters, in terms, of operational spectrum & capabilities.

Further, the imminent, significant replacement demand for ageing military helicopters emanating from traditional as well as emerging markets and strong R&D activity driven technological developments & innovations are likely to be a strong demand driver over medium term for military helicopters & rotorcrafts despite the ongoing, significant pressure on defense budgets across most traditional markets.

The global civil helicopter & rotorcraft industry segment is being driven by the development of new helicopter platforms by OEMs offering enhanced performance capabilities while reducing operating economics significantly, foray into entirely new segments, like, Super mid-size besides significant growth in global oil & gas exploration activity driven by growing oil demand from key Asian economies, an ageing global civil helicopter fleet deployed in the oil & gas exploration sector and growing demand from the EMS, Law Enforcement & VIP Transportation segments, especially, across emerging markets. About 4,800 to 5,500 new civil helicopters are projected to be delivered globally through the 2014-2018 period based on forecasts by Honeywell in its Turbine-Powered Civil Helicopter Purchase Outlook for 2014. The helicopter deliveries are likely to be split equally amongst traditional & emerging markets with North America projected to take the lead amongst traditional markets while Latin America is projected to clearly outclass other emerging markets in terms of deliveries. Offshore oil & gas exploration sector besides law enforcement are likely to be the biggest drivers of fleet utilization globally.

### **3. Scope of Analysis:** Strategic Initiatives, Developments, Plans, SWOT, Key Industry Trends & Force Field Analysis

The report provides Key Insights into the Key Strategic Initiatives, Developments & Plans being pursued by Airbus Helicopters. The report also includes an incisive 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 2014.

#### **4. Relevance & Usefulness:** Strategic Business Analysis, Planning & Decision-Making Process

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 2014

Access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2014

## **5. For Whom:** Key Decision-Makers across Industry Value Chain

The report would be essential for those having strategic interest in Airbus Helicopters and the Global Defense & Aerospace 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 & those associated with the Industry or the Company.

## **6. Report Highlights:** Visual Representation/Orientation with a Slide based Architecture

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.

## **7. Key Takeaways:** Enhances Scope of Utilization/Application with Visual Representation & Saves Time

This PowerPoint architecture based report provides high readability & ease of navigation and saves significant amount of time by saving the end-user the effort of sifting through voluminous pages of text besides enhancing the scope of retention, immediate utilization & application of analysis with visual representation and incorporation of relevant images to support & supplement the analysis.

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