

# **Airbus Helicopters - Strategy Dossier - 2015 - Key Strategies, Plans, SWOT, Trends & Strategic Outlook**

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## **Abstracts**

### **INTRODUCTION, INDUSTRY BACKDROP & REPORT OVERVIEW:**

The report provides comprehensive insights into the Strategic Positioning, Strategic Priorities, Strategic Responsiveness and Key Strategies & Plans for Airbus Helicopters based on a holistic assessment as well as comprehensive analysis of Business Activities, Strategic Initiatives, Strategic Measures, Business & Strategic Developments and Strategic Moves against the backdrop of an evolving industry landscape with the military helicopters segment facing continued budgetary pressures across most traditional markets with new procurement activity mostly limited to fleet replacement with preference for proven, in-production & derivative platforms as against scratch up programs besides continued technology development over new programs, especially, the JMR-FVL program & the continued developmental progress of the evolutionary S-97 Raider platform in the U.S. The commercial helicopter segment, on the contrary, continues with steady growth driven by strong fundamentals & demand drivers.

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 imminent, significant replacement demand for ageing military helicopters emanating from traditional as well as emerging markets and continued, strong R&D activity driven technological developments & innovations are likely to be the key demand drivers over medium term for military helicopters & rotorcrafts despite ongoing, significant pressure on defense budgets across most traditional markets which are placing significant emphasis on procurement of existing, in-service & derivative

platforms and pursuing upgrades & modernization instead of funding scratch up, developmental programs. 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.

The global civil helicopter & rotorcraft segment, on the contrary, 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 with North America projected to lead the demand for new civil helicopters. However, stalled recovery in the EU & slowing down of the world economy besides stalling of Brazilian economy and infrastructure issues & political crackdown on conspicuous spending in China pose significant threats over near term.

## **SCOPE OF ANALYSIS:**

The report provides Key Insights into Strategies & Plans being conceived, implemented & pursued by Airbus Helicopters for the medium term horizon. This report on Airbus Helicopters also includes an insightful 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 2015.

## **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:**

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 2015

Access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2015

### **FOR WHOM:**

The report is a niche, key & vital resource on the Business Strategy Domain given its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company & the Global Aerospace & Defense 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, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists & all those associated with the Global Aerospace & Defense Industry.

**REPORT HIGHLIGHT:**

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

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