

Airbus Helicopters - Strategy Dossier - 2017 - Strategic Focus & Priorities, Key Strategies & Plans, SWOT, Trends & Challenges, Market Outlook

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Abstracts

The Global Military Helicopter market is witnessing traction as of-late with the stabilization & 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. Upcoming large, key military helicopter programs, like, JMR-FVL (Joint Multi-Role, Future Vertical Lift) and IETP (Improved Engine Turbine Program) in the U.S. market along-with initiation of replacement programs across most traditional as well as emerging markets going forward are likely to provide significant growth opportunities to the industry OEMs.

The Global Civil Helicopter market, on the contrary continues to face & brace significant headwinds emanating, primarily from continued major downturn in the global energy sector. All industry OEMs face significant competitive intensity & pricing pressures in an oversupply driven market scenario accompanied by competitive pressures from used helicopter inventory with most key industry OEMs reporting a drop in revenues as well as profitability for the first half of 2016. The recent agreement by OPEC to the outline of a proposed deal to cut oil production over near term, for the first time since 2008, could bring some semblance to crude oil prices in 2017 and provide some traction to the energy sector which has been reeling under the pressure of a significant downturn that has taken away over \$200 billion worth of capital spending over the past 2 years.

Against this backdrop, the report analyzes the overall strategy focus and provides Insights into & 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 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 and 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 key market segments & key geographic 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

Analysis of Medium Term Strategy Focus and Key Strategies & Plans

Identification of & Insights into Potential Growth Opportunities & Avenues

Market Evolution & Demand Growth Projections over Next Decade

Assessing potential impact of emerging Market 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 2017

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market Outlook for 2017

For Whom:-

The report will be extremely useful for Key Decision-Makers, Program, Project & Procurement Managers, Defense Contracting Executives & Defense Departments, Top Management of Industry Players & Other Companies, Fleet Operators, Suppliers, Vendors & Associated Equipment Manufacturers, Technology Solutions Providers, Services Providers 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, Researchers and all those associated with the industry and those with strategic interest & stakes in the Global Military and/or Civil Helicopter Market.

Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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