

Annual Strategy Dossier - 2013 - World's 5 Leading Helicopter & Rotorcraft Manufacturers - Key Strategies, Plans, SWOT, Trends & Strategic Outlook - Eurocopter, Bell, AgustaWestland, Sikorsky, Boeing

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Abstracts

Helicopters & rotorcrafts has been one of the fastest growing segments in the general aviation industry of-late with a 21% growth registered by it in 2012. The military helicopters segment is being driven by rapidly expanding role of helicopters in the overall force structure of armed forces globally, in addition, to their evolving role as significant force multipliers & rapidly increasing capabilities, especially, with the rise of rotorcrafts & their increasing indispensability for conducting a wide range of military operations & missions, besides, the imminent, significant replacement demand for ageing military helicopters emanating from traditional as well as emerging markets despite the ongoing, significant pressure on defense budgets across traditional markets.

The civil helicopter segment, on the other hand, is being driven by development of new product platforms by almost all key global OEMs incorporating cutting-edge technologies delivering enhanced operating economics & performance features, foray into entirely new segments, like super-midsize, and significant potential replacement demand likely to originate from the global offshore oil & gas exploration sector.

This Strategic report is a complete Strategy Dossier and provides comprehensive analysis & key insights into the strategic business aspects of these 5 leading Global Helicopter manufacturers (Agusta Westland, Bell, Boeing, Eurocopter, Sikorsky) based on a comprehensive assessment of their strategies & outlook against the backdrop of an evolving industry landscape; marked by rapid & significant technological developments amid massive defense budget cuts underway across almost all key global economies coupled with difficult overall Macroeconomic Conditions as well as

complex & challenging Geo-Political Situations & Equations; while almost all Key Global Industry Players invest significantly towards development of new product platforms as well as technologies in a bid to capitalize on potential replacement demand and to stir up latent demand, in addition, to strengthening of global service & sustainment support network in-line with the ongoing trend of gradual defragmentation of demand concentration away from North America towards emerging markets.

Thus, amid the rising uncertainty over defense spending trends & complex global macro-economic conditions; the report will provide & will be useful for:

Strategic Planning, Competitive Analysis & Benchmarking Exercise

Comprehensive Strategic & Competitive Assessment & Analysis for each Company

Insights into key Business Strategies & Plans being pursued by each Company

Relative Assessment of Strengths & Weaknesses of each player

Assessment & Evaluation of degree of responsiveness to the external environment

Identification of Opportunities which could be capitalized upon by each OEM

Identification of Potential Threats in the business environment specific to each player

Identifying & Highlighting areas for Potential Strategic Adjustments & Realignment

Gaining a Strategic Perspective on the Business & Strategic Outlook for all OEMs for 2013

Gaining access to Key Industry as well as Market Trends & Insights

Analysis of Forces Driving as well as restraining the Industry & their overall Dynamics

For Whom:

The report would be essential for those having strategic interest in the Global General Aviation industry, the Helicopter sector or any of these companies & 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 any of these companies.

Highlight:

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations, 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.

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