

Annual Strategy Guide - 2017 - North America's Top 7 Armored Vehicles Manufacturers - BAE Systems Inc., GDLS, Oshkosh Corporation, Lockheed Martin, AM General, Textron Systems, Navistar Defense - Key Strategies, Plans, SWOT Analysis, Trends & Growth Opportunities, Market Outlook

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Abstracts

The 2017 edition of this annual publication provides comprehensive analysis and key insights into the Strategies & Plans being formulated, developed and pursued by the North America's Top 7 Armored Vehicles manufacturers for the near to medium term horizon as the industry gears up for a complex, challenging & rapidly evolving macroeconomic & geopolitical environment. The report is unique with reference to its core focus on and deep qualitative analysis of strategies & plans for the industry OEMs. The biggest of the environmental uncertainties going forward into 2017 emanates from the change of political leadership in the U.S. with the advent of Republicans led by Trump & his extreme foreign policy stances which have already sent further jitters to most European and Asian nations regarding the likely further evolution of traditional world order already stirred up by the Russian resurgence, Chinese military build-up, Political Instability in the Middle East and continued North Korean nuclear antics. The U.S. based defense industrial base, however, seems buoyed by the return of Republicans with the likely pursuit of expansionary defense budgetary spending policies.

2017, overall, is likely to be a slightly better year for the global economy than 2016, as per economic growth forecasts. The global economy is projected to register improved growth in 2017 as against 2016 level as per projections by the IMF & the World Bank amid continued challenges from terrorism, extremism and continued war operations

across several parts of the world. The projections indicate towards improved GDP growth projections for the U.S., slight acceleration of economic recovery in Europe, steady yet moderate growth in China and slight reduction in growth rate for India given the demonetization move by the Indian government. Additionally, commodity prices are likely to register an improvement in 2017 with improvement likely in metal prices and forecasts for increase in oil prices in 2017 with OPEC's agreement on limiting & managing production levels likely to provide some relief to the global energy sector.

The North America based Armored Vehicle manufacturing industrial base is gearing up for an upswing after a long hiatus the rolling out of some key, big ticket scratch up and upgrade programs as of late has already upped the ante for the industry which is gearing up for an upswing after a brief hiatus with the U.S. Army planning a rapid as well as comprehensive upgrade & modernization of its combat vehicle platforms aimed at regaining its technology led overmatch over adversaries having gained useful, practical insights from a decade of actual combat experiences from its war operations with respect to doctrine, strategy as well as capabilities of core assets. The roll out of JLTV program into LRIP phase, award of AMPV contract, pursuit of M1 Abrams MBT upgrades, Up-gunning of Stryker IFVs & the ongoing contest over ACV 1.1 program reflects the pace at which the U.S. Army has been implementing its modernization strategy for combat vehicles. The Army faces significant readiness challenges for its BCTs and has a compelling case at hand with reference to Russian resurgence as a key military power altering geopolitical dynamics and threatening NATO allies with its new found military muscle. Against this backdrop, the report provides analysis of the strategies & plans being developed by North America Top 7 industry OEMs to capitalize on emerging growth opportunities. The report also provides a comprehensive SWOT framework analysis on all the top 7 industry OEMs covered in the report providing useful insights into each player's respective strengths and weaknesses. The report concludes with analysis of key trends, market conditions, potential growth opportunities and demand growth projections for the global armored vehicles market through 2025.

REPORT EXCERPTS:

JLTV Platform & Program at the Core of Oshkosh's Medium to Long term Growth Plans for its Defense Business

Analysis of General Dynamics Strategy of leveraging its Family of Vehicle Platforms across Markets & Regions Effectively

Retaining & Preserving Existing Positions over Current Programs with Platform Upgrades & Aggressive Pursuit of New Defense Programs in the U.S. Market part of BAE Systems' underlying Strategy of Continuing to Drive Value from Existing Platforms & Services and to Drive Growth over Medium to Long Term

Lockheed Martin Looking to Make Significant Inroads into the U.K. Armored Vehicles Market

Analysis of Key Technology Trends Shaping the Industry in the domains of Mobility, Protection & Firepower

RELEVANCE & USEFULNESS: THE REPORT WILL BE USEFUL FOR:

Strategic Planning, Assessment & Decision-Making Processes

Competitor Analysis & Comparative Analysis of covered Industry OEMs

Identification of & Insights into Potential Growth Opportunities & Avenues

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

Medium Term Strategic Outlook, Inputs on Market Evolution & Growth Projections through 2025

Analysis of Emerging Market & Technology Trends

Contingency planning for current Strategies & Programs

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

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

For Whom: Key Decision-Makers across Industry Value Chain

The report is essential & a must have for Senior Industry Personnel and all those with strategic interest & stakes in the North American and/or Global Armored Vehicles Market. The report will be extremely useful for Key Decision-Makers, Program & Project Managers, Global Procurement Managers, Defense Contracting Executives & Departments, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Service Providers, Associated Equipment 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/sector.

Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation enables Easy Comprehension

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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