

# **Annual Strategy Guide - 2017 - World's Top 6 Military Helicopter Manufacturers - Airbus Helicopters, Leonardo-Finmeccanica, Bell Helicopters, Boeing, Russian Helicopters, Sikorsky - Key Strategies, Plans, SWOT Analysis, Trends & Growth Opportunities, Market Outlook**

<https://marketpublishers.com/r/A802B016791EN.html>

Date: December 2016

Pages: 145

Price: US\$ 1,195.00 (Single User License)

ID: A802B016791EN

## **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 World's Top 6 Military Helicopter 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.

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 a 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 helicopter OEMs going forward.

The Global Military Helicopter market is likely to witness a slight to moderate growth over near term in-line with the projected global defense spending trend which is likely to be further accelerated by the Trump effect which along with Brexit has already bolstered European cooperation plans over military capabilities. However, Asia-Pacific region; led by India, South Korea and Japan, is likely to lead global demand for military helicopters over medium term with light military helicopters being the key focus segment. Ongoing political instability and continued war operations in the Middle East & Africa region, too, are likely to drive demand for military helicopters going forward. The industry has already been working actively towards development of next generation rotorcraft platforms & technologies looking at significant expansion of operational spectrum, capabilities & performance threshold, as against conventional helicopters, which is likely to be the key replacement demand driver in the U.S. towards late 2020s & early to mid 2030s. Against this backdrop, the report provides analysis of the strategies & plans being developed by the industry OEMs to align themselves with emerging market, demand & technology trends while continuing to invest towards capabilities expansion aimed at medium to long term growth. The report also provides a comprehensive SWOT framework analysis on all the top 6 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 military helicopter market through 2025.

## **REPORT EXCERPTS:**

Insights into Bell Helicopters' Significant focus on Expansion of Product Portfolio, Technological Capabilities & Aggressive Pursuit of International Export Opportunities

Analysis of Russian Helicopters' Plans to Aggressively Expand its Global Market Share in the Transport & Attack Helicopter Segments with specific focus on Emerging Markets & Regions leveraging proven, reliable, simple and cost effective helicopter platforms

Sikorsky's Plans for expansion of Industrial Presence in the Middle East Region

Growing preference for dual-use helicopter platforms and programs amid a constrained Defense Budgetary Environment

Analysis of Key Military Helicopter Programs across Markets and Regions

## **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 2024

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 will be essential for those having strategic interest in the Global Military Helicopter Market. The report will be especially useful for Key Decision-Makers, Program Managers, Military Procurement Managers, Defense Contracting Executives & Departments, Top Management of Industry Players & Other Companies, Industry

OEMs, Suppliers, Vendors, MRO Services Providers, Helicopter Operators, Flight Simulator 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.

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

## Contents

### SECTION - 1

#### Business Structure & Snapshot

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Product Portfolio - Major Platforms, Programs and Key Competitors
- f) Market Capitalization
- g) Key Executives
- h) Shareholding Pattern & Structure

### SECTION - 2

#### Financial Performance Snapshot –Charts & Analysis for each Company:

- 1. Revenue Base & Growth Trend
- 2. Revenues Split by Key Segments
- 3. Revenues Split by Key Geographic Markets & Regions
- 4. Gross Earnings & Margin Trend
- 5. Operating Earnings & Operating Margin Trend
- 6. Return on Sales Trend
- 7. Profitability Growth Trend
- 8. Cash Flow from Operations
- 9. R&D Expenditure Trend
- 10. CAPEX Trend
- 11. Order Intake & Helicopter Deliveries Trend
- 12. Order Backlog Position

### SECTION – 3 - STRATEGIC POSITIONING & SWOT ANALYSIS – FOR EACH OEM

Sources of Strengths to be Leveraged

Weaknesses to Overcome

Opportunities for Growth

Threats to be Mitigated

### SECTION - 4

Key Strategies & Plans – For Each of the Top 6 Industry OEMs

Analysis Coverage:

- Product Portfolio Strategies & Plans
- Market Specific Strategies & Plans
- R&D Strategies & Plans
- Growth Strategies & Plans
- Business and Corporate Strategies & Plans
- Sales & Marketing Strategies & Plans
- Production/Manufacturing Strategies & Plans
- Financial Strategies & Plans
- Acquisitions, Strategic Alliances & JVs
- Other Strategies & Strategic Initiatives

## **SECTION – 5**

Strategic Business Outlook for 2017 – For each Helicopter Manufacturer

## **SECTION - 6**

Global Military Helicopter Market - Force Field Analysis - Analysis of Driving & Restraining Forces and their Overall Dynamics as well as Impact

Driving Forces

Restraining Forces

## **SECTION – 7**

Key Industry, Market & Technology Trends and their Potential Impact

## **SECTION – 8**

Key Issues, Challenges & Risk Factors

## **SECTION – 9**

Snapshot & Overview of Key, Upcoming Military Helicopter Programs Globally

## **SECTION – 10**

Strategic Market Outlook – Military Helicopters - 2016-2025

Analysis of Emerging Market Scenario  
Global Demand Outlook  
Demand Projections through 2025

## I would like to order

Product name: Annual Strategy Guide - 2017 - World's Top 6 Military Helicopter Manufacturers - Airbus Helicopters, Leonardo-Finmeccanica, Bell Helicopters, Boeing, Russian Helicopters, Sikorsky - Key Strategies, Plans, SWOT Analysis, Trends & Growth Opportunities, Market Outlook

Product link: <https://marketpublishers.com/r/A802B016791EN.html>

Price: US\$ 1,195.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A802B016791EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>



To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970