

# **Comparative SWOT Framework Analysis - 2015 - World's Top 8 Aerospace & Defense Companies - Airbus, Boeing, Lockheed Martin, Northrop Grumman, BAE Systems, General Dynamics, Raytheon, United Technologies**

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## **Abstracts**

Global Aerospace & Defense Industry Juxtaposed between Commercial Aerospace's Strong Growth Trajectory & Continued Budgetary Pressures across Defense Segment:

The global aerospace & defense industry at present is juxtaposed between strong tailwinds driving tremendous growth momentum in the commercial aerospace segment and continued headwinds in the defense segment, witnessing a cyclical downswing marked by defense budgetary cuts underway across most traditional markets. The global aerospace & defense industry & most industry players are, thus, in the process of harnessing the alternate cyclicity of the commercial & defense segments effectively to partially offset the ongoing slump in the defense segment by leveraging the commercial segment's growth momentum while preserving the core competencies & capabilities of their defense businesses through maintenance of an optimized defense industrial base.

The Commercial Aerospace segment is in the middle of a phenomenal growth phase, driven, primarily, by significant growth in air traffic, projected to grow at 5% CAGR over long-term, continued improvements in cargo traffic globally along with other strong, long-term growth drivers complemented perfectly by the introduction of new aircraft programs by almost all key industry OEMs featuring cutting-edge technologies, especially, propulsion systems and a range of other incremental as well as radical innovations by key players in the global industry value chain. The introduction of new aircraft programs incorporating cutting-edge technologies has been the key driver of major fleet renewal underway across airlines globally and has transpired into record order backlog positions

for new, commercial aircraft programs across key industry OEMs.

The beleaguered Defense segment, too, has some niche windows of growth opportunities available, created, mostly by technological evolutions & radical innovations being pursued & delivered by the industry value chain driving the generational leap in strategic as well as operational capabilities while providing significant incentive through optimized operating economics for the impending need for replacement of legacy, cold war era systems & hardware. The same has been evinced by the recent state of developments over the JMR-FVL (Joint Multi-Role, Future Vertical Lift), JLTV (Joint Light Tactical Vehicles) & the Next Generation, Strategic Bomber programs respectively with all of these featuring next generation technologies extending the performance spectrum as well as capabilities. Additionally, the Ukraine crisis & Russian expansionism has heightened threat perception which is likely to drive defense budgets across a number of European states, based in Northern & Eastern Europe, led by Poland & Norway. These nations are focusing on building up military capabilities rapidly to counter growing Russian threat in the region. Defense budgets across a number of key nations based in the Asia-Pacific region & the Middle East continue to witness significant growth presenting potential growth opportunities for leading global industry players.

#### Comparative SWOT Analysis Framework:

Against this backdrop, the report provides a comprehensive Comparative SWOT framework analysis on each of the world's 8 leading aerospace & defense companies. The framework analyzes the Strengths & Weaknesses of the industry players from a standalone as well as relative perspective based on a comprehensive analysis of Key, Strategic Business Aspects, which include:

Business Portfolio Analysis & its Strategic Positioning

Analysis of overall Cost Base & Structure

Resource Base & Key Competencies

Profitability & Key Profit Sources

Capital & Ownership Structure

Key Competitor Analysis across Market & Product Segments & Degree of

Competitive Intensity

Competitive Positioning across Key Markets, Programs & Market Share

Overall Strategy Orientation & Focus, R&D Strategy, Capabilities & Key Programs being pursued

The framework subsequently analyzes & identifies potentially significant, niche growth opportunities & avenues and imminent as well as emerging threats for each key industry OEM based on their strategic product portfolio & market positioning, core strengths & weaknesses and overall strategy focus & orientation against the backdrop of emerging industry dynamics & trends. The report analyzes the overall strategic fit & the degree of strategic responsiveness of industry players to external environmental factors, which include, prevailing industry dynamics & emerging as well as latent industry trends, issues, challenges & potential risk factors to assess their ability to be able to derive further business growth by capitalizing on potential growth opportunities effectively while negating threats simultaneously over near to medium term.

**Relevance & Usefulness: The report will be useful for**

Key Inputs for Competitive Assessment, Analysis and Strategic Planning

Comparative Analysis of Core Strengths & Weaknesses for each of the 8 Key Industry Players

Identification & Analysis of Potential Growth Opportunities, Avenues & Threats

Analysis of Key, Emerging & Latent Industry Trends, Issues, Challenges & Potential Risk Factors

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

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

Strategic Perspective on the Industry's Medium Term Strategic Outlook

For Whom: Key Decision-Makers across Industry Value Chain

This Comparative SWOT Analysis report will be essential for those associated with and having strategic interest in the Global Aerospace & Defense industry or any of these companies. The report 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 Aerospace & Defense 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.

Key Takeaways: Enhanced Scope of Utilization & Application

This PowerPoint architecture based report provides high readability & ease of navigation besides enhancing the scope of retention, utilization & application of analysis with visual representation and incorporation of relevant images to support, supplement & enrich the analysis.

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