

# **Comparative SWOT & Strategy Focus - 2016-2020 - North America's Top 7 Armored Vehicle Manufacturers - BAE Systems Inc., GDLS, Oshkosh Corporation, Lockheed Martin, AM General, Textron Systems, Navistar Defense**

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## **Abstracts**

Armor has been an integral & strategic element of the force structure of land forces globally since the first realizations, development & advent of Tanks for combat in World War I which followed rapid further developments & subsequent extensive utilization in the World War II. Armor's role in providing mobility, troop protection and lethal firepower was further underscored & demonstrated effectively across the Iraq & Afghanistan war theatres over the first decade of the present century during the allied war operations which witnessed a generational change in threat landscape underscored by the extensive utilization of IEDs, RPGs & ATGMs while combating asymmetric warfare tactics with battlefield boundaries being nebulous at best and non-existent at the worst. This evolution of threat landscape with growing & serious threat to armor survivability from a range of threats has questioned the very raison d'être of previous generation light & medium armor in the current, completely altered threat landscape, thus, rendering some of the existing platforms, like HMMWVs and M113 APCs, incapable of operating effectively and obsolete, thus, spurring replacement demand ageing vehicle platforms across most key markets globally.

The emerging global market scenario for armored vehicles is likely to witness a spurt in demand over near to medium term driven by a number of drivers & favorable factors, which include, rapidly evolving global geopolitical dynamics & equations with resurgence of conventional state based threats, political instability & ongoing conflict across some regions, a wearing down of the general world order and growing threat from extremism & terrorism. Additionally, an ageing global armored vehicles fleet dating

back to the cold war era and technological evolution in the form of development of next generation technologies along with the advent of third generation MBTs & other vehicle platforms featuring significantly enhanced capabilities as well as expansion of operational spectrum, capabilities, level of protection & performance threshold are likely to be the other key demand drivers for armored vehicles over near to medium term.

In the North American market, 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 while facing significant readiness challenges for its BCTs and with a compelling case at hand with respect to Russian resurgence on the world arena altering geopolitical dynamics and threatening NATO allies with its new found military muscle.

Against this backdrop, the report maps out as to how the key industry OEMs are currently positioned and are likely to fit into as well as emerge over near to medium term amid a rapidly evolving market scenario. The scope includes a Comprehensive & Insightful Comparative SWOT framework Analysis and analysis of the Near to Medium Term Strategy Focus for North America's Top 7 armored vehicle manufacturers. The framework analyzes the Strengths & Weaknesses of the OEMs from a standalone as well as relative perspective based on a comprehensive analysis of their Key, Strategic Aspects, which include:

Product Portfolio Analysis & its Strategic Positioning across Key Markets & Segments

Breadth & Depth of Presence across Key Geographic Markets & Regions

Analysis of overall Cost Base, Structure & its Management

Analysis of Revenue streams, Resource Base & Key Competencies

Profitability, Key Profit Sources, Growth & Trend Analysis

Capital & Ownership Structure, Financial Strength

Key Competitor Analysis across Market Segments & Degree of Competitive Intensity

Competitive Market Positioning across Key Global Markets & Market Share

Overall Strategy Orientation & Focus, R&D Strategy, Technological Strength & Capabilities

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 market dynamics & trends. The report analyzes the overall degree of strategic responsiveness of OEMs to external environmental factors, which include, prevailing industry dynamics & emerging 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

Inputs for Strategic Planning, Competitive Assessment & Decision-Making Processes

Analysis of Core Strengths & Weaknesses for each of the 7 Key Industry Players

Analysis of Near-term Strategy Focus and Insights into Key Strategies & Plans for the industry OEMs

Identification of & Insights into Potential Growth Opportunities & Avenues

Analysis of Key & Emerging Market & Technology Trends

Analysis of Key Issues, Challenges & Potential Risk Factors

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

Contingency planning for current Strategies & Programs

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

Strategic Perspective on the likely Evolution of the Global Armored Vehicle Market over Medium Term

Near to Medium Term Market Outlook, Inputs on Market Evolution & Demand Growth Projections

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential for those having strategic interest in the North American Armored Vehicles Market. The report will be extremely useful for Key Decision-Makers, Program Managers, Procurement Managers, Defense Contracting Executives & Departments, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, 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 seeking/working on client projects, PE Firms, Venture Capitalists, PR & Advertising Agencies seeking/working on client projects, 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



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- Oshkosh Corporation
- Lockheed Martin Corporation
- Navistar Defense
- AM General LLC
- Textron Marine & Land Systems

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