

# **Comparative SWOT & Strategy Focus - 2016-2020 - World's 10 Leading Armored Vehicle Manufacturers - BAE Systems, GDLS & GDELS, Oshkosh Corporation, Rheinmetall, KMW Nexter Defense Systems, Iveco Defense, Navistar Defense, AM General, Lockheed Martin, Textron Systems**

<https://marketpublishers.com/r/C793812FC7BEN.html>

Date: August 2016

Pages: 200

Price: US\$ 1,745.00 (Single User License)

ID: C793812FC7BEN

## **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. The operations drove home the stark realization with respect to the limitations & inability of legacy armor to withstand & match up to modern threat landscape while facing a non-state, much less competent adversary. The realization, coupled with evolution of the global geo-political dynamics & equations, have already triggered an armor modernization drive in the overdrive mode across most traditional & emerging markets.

The emerging global market scenario for armored vehicles, thus, is poised to witness a spurt in demand over near to medium term driven by a number of drivers & favorable factors, which include 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, 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.

The European scenario is no different with the traditional armor stronghold facing a hectic pace of activities with the looming, credulous Russian threat backed by third generation armor as well as related technological advances and increasing Russian activities in Eastern Europe & the Baltics having already driven a significant increase in defense spending across a number of states based in Northern as well as Central Europe, in addition, to the Baltics with a significant focus & emphasis being placed on land forces and armor given the geographic location and proximity of these states to Russia. A number of large, big ticket defense modernization & replacement programs have already been initiated, announced or are in the pipeline stage across a number of European states aimed at replacement of ageing, cold war legacy armor, led by the U.K., France, Poland & a number of other European states. Impending upgrades to traditional heavyweight armor centerpieces, including the Challenger 2 & Leclerc MBTs, too, which had been impending for a long time, are also on the anvil and about to be rolled out now along with a number of new IFV & APC procurement programs being initiated. The numbers are likely to go up further over near to medium term with the NATO's defense spending mandate compliance likely to become a key point of contention.

The Global outlook for armored vehicles over medium term, thus, is bright & promising with the presence of a number of long term demand & growth drivers in the form of ageing existing hardware, strong external threat perception amid evolving geo-political

dynamics and availability of next generation technologies, most notably the introduction of third generation MBTs, driving manifold increase in capabilities, mobility, protection and firepower. These strategic factors have collectively driven & are likely to continue to drive significant investments towards land systems with the initiation of a number of new, active as well as planned procurement programs for armored vehicle across most traditional & emerging markets.

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 as the industry gears up for demand resurgence after a long hiatus marked by the initiation of a number of new asset recapitalization & modernization programs across most parts of the world. The scope of analysis includes a Comprehensive & Insightful Comparative SWOT framework Analysis and analysis of the Near to Medium Term Strategy Focus for the World's 10 leading 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 10 Key Global 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 European and Global Armored Vehicle Market over Medium Term

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

### For Whom:-

The report is essential & a must have for Government, Military & Senior Industry Personnel and all those with strategic interest & stakes in the Global Armored Vehicles Market. The report will be extremely useful for Key Decision-Makers, Program Managers, Global Procurement Managers, Defense Contracting Executives & Departments, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, MRO Services 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

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

## Contents

### SECTION - 1

Business Structure & Snapshot – For each of the 10 Key Global Industry Players

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Revenues
- f) Market Capitalization
- g) Key Executives
- h) Shareholding/Ownership Pattern & Structure

### SECTION – 2

Financial Performance Snapshot –

#### 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

### **SECTION – 3**

SWOT Analysis – For each of the 10 Key Industry OEMs

Strengths to be Leveraged

Weaknesses to be worked on

Opportunities to be capitalized upon

Threats to be negated & mitigated

### **SECTION – 4**

Comparative Analysis of Strengths - For the 10 leading Industry OEMs

AM General LLC

BAE Systems plc

General Dynamics Land Systems (GDLS) & GDELS

Iveco Defence

KMW Nexter Defense Systems

Lockheed Martin Corporation

Navistar Defense

Oshkosh Corporation

Rheinmetall AG

Textron Systems

### **SECTION – 5**

Comparative Analysis of Weaknesses

AM General LLC

BAE Systems plc

General Dynamics Land Systems (GDLS) & GDELS

Iveco Defence

KMW Nexter Defense Systems

Lockheed Martin Corporation

Navistar Defense

Oshkosh Corporation

Rheinmetall AG

Textron Systems

### **SECTION – 6**

Strategy Focus across OEMs – Near to Medium Term - 10 Leading Industry OEMs

AM General LLC  
BAE Systems plc  
General Dynamics Land Systems (GDLS) & GDELS  
Iveco Defence  
KMW Nexter Defense Systems  
Lockheed Martin Corporation  
Navistar Defense  
Oshkosh Corporation  
Rheinmetall AG  
Textron Systems

## **SECTION – 7**

Analysis of Key Strategies & Plans for the 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 - 8**

Global Armored Vehicles Market - Force Field Analysis - Analysis of Driving & Restraining Forces and their Overall Dynamics

- Driving Forces
- Restraining Forces

## **SECTION – 9**

Key Market & Technology Trends

## **SECTION – 10**



Key Issues, Challenges & Risk Factors

## **SECTION – 11**

Strategic Market Outlook – 2016 2025

Analysis of Emerging Market Scenario

Demand Growth Outlook & Projections for Armored Vehicles

Insights into Potential Growth Opportunities

## I would like to order

Product name: Comparative SWOT & Strategy Focus - 2016-2020 - World's 10 Leading Armored Vehicle Manufacturers - BAE Systems, GDLS & GDELS, Oshkosh Corporation, Rheinmetall, KMW Nexter Defense Systems, Iveco Defense, Navistar Defense, AM General, Lockheed Martin, Textron Systems

Product link: <https://marketpublishers.com/r/C793812FC7BEN.html>

Price: US\$ 1,745.00 (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/C793812FC7BEN.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