

Comparative SWOT & Strategy Focus - 2017-2021- Global Top 6 Military Helicopter Manufacturers - Airbus Helicopters, Bell Helicopter, Boeing, Leonardo, Russian Helicopters, Sikorsky - Strategy Focus & Priorities, Key Strategies & Plans, Trends & Growth Opportunities, Market Outlook

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Abstracts

The 2017 edition of the report provides a Comprehensive & Insightful Comparative SWOT Framework Analysis and analyzes the Near to Medium Term Strategy Focus for the Global Top 6 Military Helicopter Manufacturers amid a challenging & difficult market scenario with defense spending across most traditional markets still recovering amid a rapidly changing & evolving world order while technological evolution is making a perfect business case for the replacement of existing, cold-war era helicopter platforms in-service across most key markets globally.

Military helicopters have traditionally been a key element of the force structure of armed forces globally and their rapidly evolving capabilities are making them even more indispensable for conducting a wide range of military missions successfully in an increasingly asymmetric threat environment where battlefield boundaries are nebulous at the best. The evaporation of the traditional, stable world order characterized by rule based decision-making coupled with ongoing war operations in the Middle East and rapidly evolving geopolitical equations, marked by increasing environmental uncertainty, have been the key catalysts driving a recent spurt in global defense spending which registered significant increases in 2015 and 2016 respectively and is projected to register significant growth over the next decade.

Military helicopters have received a fair share of overall military capabilities assessment

& focus across most key nations globally as of late with the activity focus being on fleet renewals through replacement of ageing equipment and fleet growth or capabilities expansion amid an increasingly uncertain & unpredictable global security environment while the industry continues to work towards the development of next generation helicopter platforms & technologies. A number of large ticket military helicopter procurement contracts have already been kicked off, are underway or in pipeline stages across most traditional & emerging markets as nations reassess & realign their capabilities mix in the light of a changing global security environment. The global defense spending is projected to register steady growth through 2025 with the same likely to provide a boost to military helicopter sales going forward.

Most industry OEMs are working towards capitalizing on this demand spurt by leveraging their existing product portfolio effectively & expanding international presence across markets & regions. The industry OEMs also continue to work towards development of next- generation platforms & technologies, most noticeably, the development of next generation rotorcraft under the Future Vertical Lift (FVL) program in the U.S. which is likely to transcend the operational spectrum & performance capabilities of existing helicopters and is likely to be one of the most strategic programs globally over long term. Further, the industry is also working on the development of next generation engines under U.S. Army's AATE and ITEP programs which are going to be key elements of the retrofit & modernization of existing, in-service helicopter platforms.

Against this backdrop, the report provides a comprehensive Comparative SWOT framework analysis on the Global Top 6 Military Helicopter manufacturers besides analyzing the overall, near term strategy focus across these OEMs. 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 Business Aspects, which include:

Product Portfolio Analysis & its Strategic Positioning

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 and Financial Strength

Key Competitor Analysis across Market Segments & Degree of Competitive Intensity

Competitive Market Positioning across Key Global Markets & Market Share

Overall Strategy 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 & market 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 analysis and gaining insights into:

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

Analysis of Core Strengths & Weaknesses for each of the 6 Key Industry Players

Analysis of Near-term Strategy Focus and Key Strategies & Plans for the industry players

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 likely Evolution of Global Military Helicopter Market through 2026

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 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 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, 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

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