

Comparative SWOT Analysis – Key Global Helicopter Makers – Eurocopter, AgustaWestland, Bell, Sikorsky

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Abstracts

This comparative SWOT analysis report provides key insights into the strategic business aspects of these 4 leading Global Helicopter Manufacturers based on a comprehensive assessment of their strategies & outlook against the backdrop of an evolving industry landscape; juxtaposed between & impacted by the ramifications of defense spending cuts underway across the Western Hemisphere and growing demand for civil aviation & other niche segments across key Emerging markets.

The SWOT Analysis framework is used extensively for an assessment of the internal as well as external business environment as part of the strategic or corporate planning process at organizations across the globe. The framework generates a snapshot of the firm's strengths & weaknesses as part of internal environment assessment and opportunities & threats as part of the external environment assessment that aids strategic planning as well as decision-making.

This comparative SWOT analysis will be extremely useful for

Incorporating Analysis into Strategic Planning & Decision-Making Process

Comprehensive Strategic & Competitive Assessment based on a relative assessment of Strengths & Weaknesses

Assessment & evaluation of degree of responsiveness to the external environment

Identification of opportunities which could be capitalized upon by each company

Identification of potential threats in the business environment specific to each selected market player

Identifying & highlighting areas for making potential strategic changes, adjustments & realignment

This Comparative SWOT analysis report would be essential for those having strategic interest in the Global Helicopter industry or any of these companies & will be especially useful for key decision makers, top management of companies, suppliers, vendors, current & potential investors, industry & company analysts & those associated with the industry or the company.

The report is comprehensive yet concise & compact at the same time, built on the Microsoft PowerPoint platform; thus enabling & ensuring prompt and informed decision making.

Contents

SECTION - 1

BUSINESS SNAPSHOT – EUROCOPTER

- a) Founded
- b) Headquartered
- c) Employees
- d) Ownership Structure
- e) Key Executives
- f) Key Sites

BUSINESS SNAPSHOT – EADS N.V.

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

FINANCIAL SNAPSHOT – 2010 VS. 2009 & Q1 2011 VS. Q1 2010

- Sales Revenues
- Gross Earnings
- Net Earnings
- Cash from Operations
- R&D Expenditure
- Order Backlog
- Order Intake – Split by Market Category & Application

SWOT ANALYSIS

- Sources of Strengths
- Areas of Improvements
- Opportunities to Capitalize on

- Threats to Counter or Overcome

SECTION – 2

BUSINESS SNAPSHOT – AGUSTAWESTLAND

- a) Founded
- b) Headquartered
- c) Employees
- d) Ownership Structure
- e) Key Executives
- f) Key Sites
- g) Key JVs & Strategic Alliances

BUSINESS SNAPSHOT – FINMECCANICA S.P.A.

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

FINANCIAL SNAPSHOT – 2010 VS. 2009 & Q1 2011 VS. Q1 2010

- Sales Revenues
- Gross Earnings
- Net Earnings
- Cash from Operations
- R&D Expenditure
- Order Backlog
- Order Intake

SWOT ANALYSIS

- Sources of Strengths
- Areas of Improvements

- Opportunities to Capitalize on
- Threats to Counter or Overcome

SECTION - 3

BUSINESS SNAPSHOT – BELL HELICOPTERS

- a) Founded
- b) Headquartered
- c) Employees
- d) Ownership Structure
- e) Key Executives
- f) Key Sites
- g) Key Programs
- h) Revenue Break-up by Key Geographic Markets

BUSINESS SNAPSHOT – TEXTRON INC.

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

FINANCIAL SNAPSHOT – 2010 VS. 2009 & Q1 2011 VS. Q1 2010

- Sales Revenues – Break-up by Market Segments & Key Programs
- Net Earnings
- Cash from Operations
- R&D Expenditure
- Order Backlog – Gross & Split by Key Market Segments

SWOT ANALYSIS

- Sources of Strengths
- Areas of Improvements

- Opportunities to Capitalize on
- Threats to Counter or Overcome

SECTION – 4

BUSINESS SNAPSHOT – SIKORSKY AIRCRAFT CORPORATION

- a) Founded
- b) Headquartered
- c) Employees
- d) Ownership Structure
- e) Key Executives
- f) Key Sites
- g) Key Programs
- h) Revenue Break-up by Key Segments

BUSINESS SNAPSHOT – UNITED TECHNOLOGIES CORPORATION

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Revenues – Split by Key Business Segments
- f) Operating Profit
- g) Net Profit
- h) Cash from Operations
- i) R&D Expenditure
- j) Capital Expenditure
- k) Market Capitalization
- l) Key Executives
- m) Shareholding/Ownership Pattern & Structure

FINANCIAL SNAPSHOT – 2010 VS. 2009 & Q1 2011 VS. Q1 2010

- Sales Revenues
- Operating Profit
- Overall Asset Base
- Capital Expenditure
- Profit Margins

SWOT ANALYSIS

- Sources of Strengths
- Areas of Improvements
- Opportunities to Capitalize on
- Threats to Counter or Overcome

SECTION – 5

COMPARATIVE FINANCIAL SNAPSHOT – Q1 2011 VS. Q1 2010 & 2010 VS. 2009

- Relative Analysis of Sales Revenues Growth
- Relative Profit Margins Analysis
- Comparative Analysis of Profitability Growth
- Comparative Analysis of Order Backlog Growth

SECTION – 6

COMPARATIVE SWOT ANALYSIS

- Relative Strengths Analysis
- Relative Analysis of Weaknesses

SECTION – 7

GLOBAL HELICOPTERS MARKET – FORCE FIELD ANALYSIS

- Driving Forces
- Restraining Forces

SECTION – 8

KEY INDUSTRY TRENDS, ISSUES & CHALLENGES, RISK FACTORS & OUTLOOK

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