

# **Comparative SWOT Analysis – Key U.S. Armoured Vehicle Manufacturers – Oshkosh Corporation, General Dynamics Land Systems, Force Protection, Navistar Defense**

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## **Abstracts**

This comparative SWOT analysis report provides key insights into the strategic business aspects of these 4 leading U.S. Armoured Vehicle manufacturing companies based on a comprehensive assessment of their strategies & outlook against the backdrop of continuing allied military operations across Iraq & Afghanistan war theatres while the economic conditions globally seem to be recovering from the financial crisis.

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

Strategic Planning & Decision-Making Process at all levels

Comparative assessment of strategic orientation, focus & outlook

Assessment & evaluation of degree of responsiveness to the external environment

Identification of opportunities which could be capitalized upon

Identification of potential threats in the business environment

Identifying areas for strategic changes, adjustments & realignment

This Comparative SWOT analysis report would be essential for those having strategic interest in the U.S. armored vehicle 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 PowerPoint platform; thus enabling & ensuring prompt and informed decision making

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