

EADS N.V. - Strategy Dossier - 2014 - Key Strategies, Plans, SWOT, Trends & Strategic Outlook

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Abstracts

1. Overview & Rationale:

The report provides comprehensive insights into the Strategic Positioning, Strategic Priorities, Strategic Responsiveness and Key Strategies & Plans for EADS N.V. based on a holistic assessment as well as comprehensive analysis of Business Activities, Strategic Initiatives, Business & Strategic Developments and Strategic Moves & Measures against the backdrop of an evolving industry landscape & shifting global dynamics with the industry reeling under the pressure of significant defense spending cuts across most traditional markets. The industry has already started treading on the consolidation path as highlighted by the recent spike in M&A activity across industry amid a difficult & uncertain global macroeconomic environment marked by slow pace of ongoing recovery in Western Europe from the debt crisis and a multitude of economic challenges in the United States.

2. Backdrop: Defense & Aerospace Industry under Pressure & Deploying Coping Strategies to Partially Offset High Magnitude Defense Budget Cuts:

The allied operations & campaigns across Iraq & Afghanistan war theatres under Operation Iraqi Freedom and Operation Enduring Freedom post 9/11 drove the growth of defense industrial base across North America & Western Europe. However, with the winding up of allied operations and the scheduled withdrawal of troops from Afghanistan through 2014, ongoing spate of defense spending cuts & absence of any significant external threat; the activity across almost all key North American OEMs has been dropping with pressure on top-line across industry OEMs with a significant rise in competitive intensity for new defense contract awards as cost competitiveness over hardware's operating life-cycle becomes a critical & decisive parameter.

The global defense & aerospace industry, thus, currently is juxtaposed between rapidly rising technological capabilities and the deteriorating overall economic conditions to sustain & support the same. The fallout has been evident and has been along the anticipated lines, in the form of several major, key program cancellations & ongoing spate of budgetary cuts. The overall outlook for the industry is contractionary over medium term with most OEMs working towards implementing an array of strategies and plans aimed at partially offsetting the ongoing spending cuts revolving around:

Rationalization & Optimization of overall Cost Base & Industrial Footprint

Growing Focus on International Exports

Strategic Business Portfolio Realignment with focus on Growth Domains

Technological Innovations aimed at Stimulating Replacement demand

3. Scope of Analysis: Strategies, Plans, SWOT, Key Industry Trends & Force Field Analysis

The report provides Key Insights into the Strategies & Plans being pursued by EADS N.V. amid the difficult budgetary environment.

The report also includes an insightful SWOT framework analysis on the company; which is used extensively for an assessment of the internal as well as external business environment of an organization as part of the strategic planning process. The framework generates a snapshot of the company's inherent strengths & weaknesses as part of the internal environment assessment and outlines potential growth opportunities as well as threats as part of the external environment assessment.

The report concludes by providing comprehensive insights into the key industry trends, issues, challenges, risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis followed by industry outlook for 2014.

4. Relevance & Usefulness: Strategic Business Analysis, Planning & Decision-Making Process

The report provides insights & inputs to be incorporated into the broader strategic planning & decision making processes and will be essential from a competitive analysis standpoint as well.

The report will be useful for:

Competitive Assessment as well as Comprehensive Strategic Business Analysis

Assessment of degree of environmental responsiveness as well as strategic orientation

Gaining access to Key Inputs for Strategic Planning & Decision-Making Process

Identification of opportunities which could be capitalized upon

Identification of potential threats in the business environment

Analysis of and Insights into key Strategies & Plans being pursued by the company

Identifying & highlighting areas for Strategic Changes, Adjustments & Realignment

Gaining a Strategic Perspective on the Business & Strategic Outlook for 2014

Access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2014

5. For Whom: Key Decision-Makers across Industry Value Chain

The report would be essential for those having strategic interest in EADS N.V. and the Global Defense & Aerospace Industry & will be especially useful for Key Decision-Makers, Top Management of Companies, OEMs, Suppliers, Distributors, Vendors and other Key Players in the Industry Value Chain as well as existing & potential Investors, Industry & Company Analysts & those associated with the Industry or the Company.

6. Report Highlights: Visual Representation/Orientation with a Slide based Architecture

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations with visual representation & orientation based on a slide architecture, being built on the Microsoft PowerPoint platform; in addition, to being a ready self-reckoner as well as a quick reference guide driving, enabling & ensuring prompt and informed decision making.

7. Key Takeaways: Enhances Scope of Utilization/Application with Visual Representation & Saves Time

This PowerPoint architecture based report provides high readability & ease of navigation and saves significant amount of time by saving the end-user the effort of sifting through voluminous pages of text besides enhancing the scope of retention, utilization & application of analysis with visual representation and incorporation of relevant images to support & supplement the analysis.

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