

# **Eurocopter SAS - Strategy Brief - 2014 - Key Strategies & Plans**

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## **Abstracts**

### **1. Rationale:**

This Strategy Brief analyses & provides comprehensive insights into the Strategic Positioning, Strategic Priorities, Strategic Responsiveness and Key Strategies & Plans for Eurocopter SAS 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.

Helicopters & rotorcrafts has been one of the fastest growing segments in the general aviation industry of-late with a 21% growth registered by it in 2012. The military helicopters segment is being driven by rapidly expanding role of helicopters in the overall force structure of armed forces globally, in addition, to their evolving role as significant force multipliers & rapidly increasing capabilities, especially, with the rise of rotorcrafts & their increasing indispensability for conducting a wide range of military operations & missions, besides, the imminent, significant replacement demand for ageing military helicopters emanating from traditional as well as emerging markets despite the ongoing, significant pressure on defense budgets across traditional markets.

The civil helicopter segment, on the other hand, is being driven by development of new product platforms by almost all key global OEMs incorporating cutting-edge technologies delivering enhanced operating economics & performance features, foray into entirely new segments, like super-midsize, and significant potential replacement demand likely to originate from the global offshore oil & gas exploration sector.

### **2. 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

Analysis of and Insights into the overall Strategic Blueprint of the company

Identifying & highlighting areas for Strategic Changes, Adjustments & Realignment

### **3. For Whom: Key Decision-Makers across Industry Value Chain**

The report would be essential for those having strategic interest in Eurocopter SAS and the Global Helicopter & Rotorcraft 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.

### **4. 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.

### **5. 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.

## Contents

### **ANALYSIS OF KEY STRATEGIES & PLANS:**

Product Portfolio Strategies & Plans

Service Level Strategies & Plans

Technological and R&D Strategies & Plans

Market Specific Strategies & Plans Traditional & Emerging Markets

Corporate Strategies & Plans

Sales, Marketing & Branding Strategies and Plans

Manufacturing/Production Strategies & Plans

Business Growth Strategies & Plans Organic & Inorganic

Financial Strategies & Plans

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