

Eurocopter SAS - Strategy Dossier - 2014 - Key Strategies, Plans, SWOT, Trends & Strategic Outlook

<https://marketpublishers.com/r/E43FCFD443BEN.html>

Date: November 2013

Pages: 24

Price: US\$ 195.00 (Single User License)

ID: E43FCFD443BEN

Abstracts

1. Overview & Rationale:

The report 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, Strategic Measures, Business & Strategic Developments and Strategic Moves against the backdrop of an evolving industry landscape & shifting global dynamics.

2. Backdrop: Helicopters amongst the Fastest Growing Segments of the General Aviation Industry:

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.

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

Strategy Excerpt: The report provides Key Insights into Strategies & Plans being pursued by Eurocopter SAS spearheaded by:

1. Plans to make deeper inroads into the U.S. defense market with strengthening of industrial footprint in North America
2. Plans to grow share of revenues originating from services as per Vision 2020
3. Strategic focus on the Asia-Pacific region to derive further business growth. (More Strategies & Plans available in the report)

This report on Eurocopter 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 & Competitive 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 Eurocopter and the Global Military, Civil Helicopter & General Aviation Industries & 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 quality analysis, 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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