

# General Dynamics Land Systems - Strategy Brief - 2015 - Key Strategies & Plans

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## Abstracts

The report provides comprehensive insights into the overall, near term Strategy Focus and Key Strategies & Plans for General Dynamics Land Systems against the backdrop of an evolving industry landscape & shifting global dynamics with significantly rising technological capabilities which are being supported inadequately by a lack of economic resources emanating from continued pressures on defense spending across the U.S. & EU markets. The global armored vehicle market is projected to witness a mid single digit growth rate through 2018 with replacement demand & vehicle upgrades likely to be key demand drivers across traditional markets while growing economic capabilities, ageing vehicle fleet and strong external threat perception are likely to drive significant increase in defense spending across emerging markets & regions.

Amid continued budgetary pressures, an increased emphasis is being placed on procurement of proven & derivative platforms and pursuing upgrades & modernization with reluctance towards funding scratch up, developmental programs. However, high priority programs, like the JLTV, are likely to stay on course albeit budgetary constraints. Additionally, total lifecycle cost is becoming a strategically significant parameter for decision making pertaining to procurement of military equipment, more than ever before, thereby, significantly enhancing focus & emphasis on competitiveness across industry OEMs. The intensely contested JLTV program; involving procurement of over 49,000 & 5,500 vehicles to replace a third of the U.S. Army & the Marine Corps' fleet of Humvees; is scheduled to enter LRIP phase in 2015 and will potentially open long-term growth avenues for the winning OEM given the scale & magnitude of the program. Further, international export sales are becoming increasingly significant for almost all key industry players witnessing pressure on top line growth which are likely to prevail through 2017 when the U.S. Army is scheduled to start recapitalizing.

Additionally, the Ukraine crisis & growing Russian activities in Eastern Europe have triggered concerns with respect to defense capabilities & has heightened threat perception amongst a number of European states, based in Northern & Eastern Europe, led by Poland & Norway, which are focusing on building up military capabilities rapidly to counter growing Russian threat in the region which is likely to drive an increase in defense spending across Northern & Eastern Europe over near term. Russia's defense budget is projected to grow to 4% of its GDP by 2016 while Chinese defense spending, too, continues to spiral up with China's growing regional influence in the APAC region which has been driving defense spending across a number of key nations in the region.

**Relevance & Usefulness:**

Against this backdrop, the report provides key insights into the near term strategy focus and key strategies & plans being conceptualized & implemented by General Dynamics Land Systems. The report provides 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 overall, near term Strategy Focus

Key Inputs for Strategic Planning & Decision-Making Process

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

Identifying & highlighting areas for Strategic Changes, Adjustments & Realignment

Gaining a Strategic Perspective on the Business & Strategic Outlook for 2015

Access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2015

**For Whom:**

The report is a niche, key & vital resource on the Business Strategy Domain given its unique disposition & strategy focus. The report would be quintessential for those associated with and having strategic interest in the Global Defense industry and/or Global Armored Vehicle Market & Manufacturing. The report 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, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists & all those associated with the Global Armored Vehicle Market and/or the company.

**Report Highlight:**

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations, 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.

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