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General Dynamics Corporation - Strategic Snapshot & SWOT Analysis - Q4 2011

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Abstracts

SWOT Analysis is a framework used extensively for an assessment of the internal as well as external business environment as part of the strategic or corporate planning process. The framework generates a snapshot of the company's strengths & weaknesses as part of the internal environment assessment and explores opportunities & threats as part of the external environment assessment that provides analysis for & aids the strategic decision making process.

This SWOT analysis of General Dynamics Corporation will be useful for:

Strategic Planning & Decision-Making Process

Comprehensive Strategic Assessment based on a relative assessment of strengths & weaknesses

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 & highlighting areas for making potential strategic changes, adjustments & realignment

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The analysis will be essential for those having strategic interest in the company or the industry & 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 Microsoft PowerPoint platform; thus enabling & ensuring prompt and informed decision making.

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