

# **Global Military Helicopter & Rotorcraft Industry - Strategic Factor Analysis Summary(SFAS) Framework Analysis - 2014**

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## **Abstracts**

1. Backdrop & Overview: The SFAS Framework generates an Overall, Quantitative Strategic Equation & Snapshot on the Industry based on Constituting Strategic Factors & Degree of Responsiveness.

The report analyses & provides Strategic Insights into the Global Military Helicopter & Rotorcraft Industry Segment based on a comprehensive industry analysis through the Strategic Factor Analysis Summary (SFAS) framework against the backdrop of an evolving industry landscape & shifting global dynamics amid difficult global macroeconomic environment as well as conditions.

The report provides comprehensive analysis as well as strategic insights into the overarching strategic positioning of the Global Business Aviation Industry through a Strategic Factor Analysis Summary (SFAS) framework analysis incorporating a holistic assessment as well as comprehensive analysis of the industry structure, performance & environmental responsiveness against the backdrop of an evolving industry landscape & shifting global dynamics. The report provides an overall SFAS score on the Global Business Aviation Industry based on an analysis of industry's strategic positioning & the degree of responsiveness to its internal & external environment respectively.

2. The Strategic Factor Analysis Summary (SFAS) Framework:

The Strategic Factor Analysis Summary (SFAS) framework generates a snapshot of the prevailing, overall strategic equation for the industry by assessing strategic positioning of the industry based on analysis of its constituting strategic factors & its degree of responsiveness to those factors. The framework identifies, weighs, prioritizes & ranks

strategic factors in the internal & external environment based on their significance & potential degree of impact along-with the industry's corresponding degree of responsiveness towards each individual factor.

The framework, thus, scores over the traditional SWOT analysis framework in terms of its ability to quantify strengths, weaknesses, opportunities & threats respectively based on the potential degree of effect of each strategic factor being analysed and the industry's commensurate degree of responsiveness to that thereby making it much more effective from the perspective of strategic planning and analysis with the creation of a quantitative strategic snapshot on the industry.

### 3. Relevance & Usefulness: Provides Inputs for Strategic Planning & Decision Making Process

#### **The report will provide & would be useful for:**

Identification of Key Strategic Factors for the industry classified & categorized under Strengths, Weaknesses, Opportunities & Threats along-with their Quantitative Weights indicating Strategic Significance of each respective Factor for the Industry.

Gaining Access to an Overall, Quantitative Strategic Equation for the Industry.

Assessment & Analysis of the Potential Degree of Impact & Significance of Strategic Factors for the Industry.

Assessment & evaluation of the Industry's Degree of Responsiveness towards External Environmental factors.

Gaining access to Key Inputs to be incorporated into the Strategic Planning & Decision-Making Process.

Identifying & highlighting areas for making potential Strategic Changes, Adjustments & Realignment

Gaining a Strategic Perspective on the Industry Outlook for 2014

Gaining access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook

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

The report would be essential for those having strategic interest in the Global Business Aviation 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.

#### 5. 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.

#### 6. Key Takeaways: Enhanced Scope of Utilization & Application with Visual Representation

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

### **SECTION – 1**

Global Military Helicopter & Rotorcraft Industry Segment - Internal Factor Analysis

Summary (IFAS) Matrix

Quantified Strategic Factors categorized under Strengths

Quantified Strategic Factors categorized under Weaknesses

### **SECTION – 2**

Global Military Helicopter & Rotorcraft Industry Segment - External Factor Analysis

Summary (EFAS) Matrix

Quantified Strategic Factors categorized under Opportunities

Quantified Strategic Factors categorized under Threats

### **SECTION - 3**

Strategic Factor Analysis Summary (SFAS) Matrix – With reprioritization, quantification & ranking of respective strategic factors deriving from IFAS & EFAS matrices.

Quantified Sources of Strengths which could be Leveraged

Quantified Weaknesses Which Need to be Offset

Opportunities to be Capitalized Upon & their Quantification to Assess Degree of Relevance & Usefulness

Threats to be Mitigated, Negated & Overcome & their Quantification to Assess Potential Degree of Impact

### **SECTION – 4**

Key Industry Trends

Issues & Challenges

Risk Factors

### **SECTION – 5**

Strategic Industry Outlook for 2014

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