

# Global Military Helicopter & Rotorcraft Industry - SWOT Framework Analysis - 2014

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## Abstracts

### 1. Overview:

The report provides an insightful SWOT Framework Analysis on the Global Military Helicopter & Rotorcraft industry amid the difficult industry conditions & a complex & uncertain global macroeconomic environment. The framework generates a snapshot of the industry'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 environmental assessment.

### 2. Industry Backdrop & Overview:

**Global Military Helicopter Segment Driven by Expanding Role in Force Structure & Extension of Capabilities Driven by Cutting-Edge Technologies**

The military helicopters segment globally is being driven by rapidly expanding role of helicopters in the overall force structure of armed forces globally with the showcasing of their capabilities for conducting a broad range of anti-terrorism directed military operations & countering a wide range of asymmetric threats during the allied war on terror across Iraq & Afghanistan war theatres during the first decade of this century.

Additionally, the evolving role of helicopters as significant force multipliers with their rapidly increasing capabilities, especially, with the rise of rotorcrafts, & their increasing indispensability for conducting a wide range of military operations & missions and the rapidly evolving nature of threat perception from symmetric to asymmetric has made their presence formidable with the battlefield boundaries becoming increasingly nebulous.

Further, the imminent, significant replacement demand for ageing military helicopters emanating from traditional as well as emerging markets and strong R&D activity driven technological developments & innovations are likely to be a strong demand driver over medium term for military helicopters & rotorcrafts despite the ongoing, significant pressure on defense budgets across most traditional markets.

### 3. Relevance & Usefulness: Provides Inputs for Incorporating into Broader Strategic Planning & Decision-Making Process

The report provides insights & inputs to be incorporated into the broader strategic planning & decision making processes.

#### **The report will be useful for:**

Gaining access to Key Inputs for Strategic Planning & Decision-Making Process

Analysis of inherent Industry Strengths & Weaknesses

Identification & Analysis of Potential Growth Opportunities & Emerging Threats

Gaining access to Key Industry Trends, & Insights; Crucial Inputs for Decision-Makers

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

Gaining a Strategic Perspective on the Industry's Strategic Outlook for 2014

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

The report would be essential for those having strategic interest in the Global Military Helicopter & Rotorcraft Industry segment & 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.

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