

Strategic Factor Analysis Summary (SFAS) Framework Analysis - 2018-2019 - Global Top 5 Civil Helicopter Manufacturers - Airbus Helicopters, Bell Helicopter, Leonardo. Russian Helicopters, Sikorsky

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Abstracts

The 2018-2019 annual edition of this report provides a comprehensive SFAS Framework Analysis and overall SFAS score on each of the Global Top 5 Civil Helicopter Manufacturers based on an analysis of each OEM's strategic positioning in the existing market dynamics and its degree of responsiveness to its internal & external environment respectively. The objective of the analysis is to assess as to how favorably is each company positioned and how responsive it is to the nature & pace of changes taking place within its internal and external environment respectively. The framework generates an insightful snapshot of the prevailing, holistic strategic equation for each company by identifying, weighing, prioritizing & ranking significant strategic factors present in the internal & external environment through an Internal Factor Analysis Summary (IFAS) matrix & External Factor Analysis Summary (EFAS) matrix respectively. These strategic factors are then ranked based on the strategic significance & potential degree of impact along-with each respective company's corresponding degree of responsiveness to these factors. The final Strategic Factor Analysis Summary (SFAS) matrix amalgamates the IFAS & EFAS matrices into a single matrix followed by a reevaluation & second level ranking & responsiveness rating which leads to the generation of an overall score, thus, providing a holistic, overarching view on each industry player.

The numeric SFAS scores and the analysis produced by the framework, thus, are highly useful for competitive & comparative analysis from a current as well as emerging perspective with the framework assessing the strategic positioning & the degree of responsiveness of each company towards the present as well as emerging market

dynamics, thereby, analyzing the ability to be able to create & capitalize on potential growth opportunities effectively by harnessing & navigating the changing market & technology landscape effectively while leveraging structural & core strengths and negating threats & overcoming challenges simultaneously.

SFAS, as a framework, thus, scores significantly over the traditional SWOT analysis framework, in terms, of its ability to quantify a range of strategic factors based on the nature & potential degree of effect of each strategic factor being analyzed, thereby, making it much more effective for competitive assessment as well as analysis with the creation of a quantitative strategic snapshot on each market player.

The Global Civil Helicopter Market is on the recovery course after facing headwinds for a number of consecutive years starting 2014 with the plummeting of global crude oil prices which precipitated the crisis in the energy sector and led to sinking of the demand for new civil helicopters & fleet utilization levels of in-service fleet for transportation to the offshore oil & gas rigs. The market for civil helicopters is likely to bottom out in 2018 with fleet utilization rates across operators picking up for the first half of 2018 as global crude oil prices resurge driven by contrived supply side constraints & pressures. However, the civil helicopters deliveries are likely to remain flat for 2018 and pick up only from 2019 onwards; despite decent activity & demand from the EMS, Parapublic & VIP transport market segments; in a complex, uncertain, challenging & difficult global macroeconomic environment that is likely to stay over near term. Against this backdrop, this SFAS Framework Analysis will thus be crucial to understand & assess as to how are the OEMs strategically positioned in a rapidly changing and evolving industry dynamics and market environment and how adaptive, responsive & prepared are they to be able to ride the waves of change & disruption blowing through the market.

Relevance & Usefulness of the Report:

The report will be useful for:

Competitive Assessment, Comparative Analysis & Strategic Planning

Overall Strategic Equation & Quantified, Numeric SFAS score for each Company based on analysis of Strategic Positioning, Market Dynamics & Responsiveness.

Holistic, Comparative Analysis on & Ranking of the industry OEMs based on SFAS Scores.

Analysis of degree of Congruence between Emerging Market Landscape & Strategy focus across OEMs

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

Analysis & Assessment of Emerging Market, Technology Trends & Developments

Analysis of Forces Driving as well as restraining the Industry & their overall Dynamics

Analysis of Market Evolution with Medium Term Demand Growth Projections & Outlook

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential & a key resource for those associated with and having strategic interest in the Global Civil Helicopter Market. The report will be especially useful for

Key Decision-Makers

Program Managers

Top Management of Industry Players & Other Companies

Industry OEMs

Helicopter Fleet Operators

Suppliers, Vendors, Technology & MRO Services Providers and other Key Players in the Industry Value Chain

Existing & potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

PE Firms, Venture Capitalists and Financing & Leasing Companies

Researchers and all those associated with the industry in general

Contents

SECTION - 1

Business Structure & Snapshot – For each of the 5 Leading Civil Helicopter OEMs

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Revenues
- f) Market Capitalization
- g) Key Executives
- h) Shareholding/Ownership Pattern & Structure

SECTION - 2

Financial Performance Snapshot & Analysis – Charts & Analysis for each Company:

1. REVENUE BASE & GROWTH TREND
2. REVENUES SPLIT BY KEY SEGMENTS
3. REVENUES SPLIT BY KEY GEOGRAPHIC MARKETS & REGIONS
4. GROSS EARNINGS & MARGIN TREND
5. OPERATING EARNINGS & OPERATING MARGIN TREND
6. RETURN ON SALES TREND
7. PROFITABILITY GROWTH TREND
8. CASH FLOW FROM OPERATIONS
9. R&D EXPENDITURE TREND
10. CAPEX TREND
11. ORDER INTAKE & DELIVERIES TREND
12. ORDER BACKLOG POSITION & GROWTH TREND

SECTION - 3

Internal Factor Analysis Summary (IFAS) Matrix – For each of the Top 5 OEMs

Quantified Strategic Factors categorized under Strengths

Quantified Strategic Factors categorized under Weaknesses

SECTION - 4

External Factor Analysis Summary (EFAS) Matrix

Quantified Strategic Factors categorized under Opportunities
Quantified Strategic Factors categorized under Threats

SECTION - 5

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 to be Worked Upon

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 - 6

Comparative Ranking of Industry Players based on SFAS Scores

Airbus Helicopters

Leonardo Helicopters

Bell Helicopter

Russian Helicopters

Sikorsky Aircraft Corporation

SECTION - 7

Global Civil Helicopter Market – Force Field Analysis Analysis of Driving & Restraining Forces and their Overall Dynamics

Driving Forces

Restraining Forces

SECTION - 8

Key Market & Technology Trends Analysis of Key Trends poised to Shape & Transform the future

SECTION - 9

Key Issues, Challenges & Risk Factors

SECTION - 10

Strategic Market Outlook – Civil Helicopters 2018-2022

Global Helicopter Deliveries – 2018-2022 – Projections – Delivery Units

Global Helicopter Deliveries – 2018-2022 – Projections Value of Deliveries in \$Billion

Global In Service Civil Helicopter Fleet – Growth Forecasts – Through 2036

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