

Global Top 6 Helicopter Manufacturers - Strategy Focus & Comparative SWOT Framework Analysis - 2015-2018 - Airbus Helicopters, AgustaWestland, Bell, Boeing, Russian Helicopters, Sikorsky

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Abstracts

The global helicopter market is currently facing a double whammy with the military helicopter segment impacted significantly by continued defense budgetary pressures & cuts underway across most traditional markets while the recent slide in global crude oil prices has been impacting the demand for new civil helicopters and activity levels of existing fleets engaged in the offshore oil & gas exploration sector globally. The situation has impacted the industry OEMs significantly which had been focusing on & working towards strengthening the civil helicopter segment to partially offset the impact of budgetary cuts on the military segment. However, the medium to long term view of the market is promising with presence of strong fundamentals and long term, sustainable growth drivers & enablers spearheaded by technological evolution & R&D activity. The development of next-generation compound helicopters & tilt-rotorcrafts for military & civil applications has already heralded the advent of a new era that is likely to witness a significant expansion of the operational spectrum, capabilities & performance threshold of these machines which is likely to eventually transform & redefine their role besides enhancing overall effectiveness for a wide range of missions & operations.

Against this backdrop, the report provides a comprehensive & insightful Comparative SWOT Framework Analysis and Analyzes the Near to Medium Term Strategy Focus for the Global Top 6 Helicopter Manufacturers. The report analyzes the Strengths & Weaknesses of leading industry players from a standalone as well as relative perspective based on a detailed analysis of their Internal & External environment respectively focusing on key, strategic parameters, which include: analysis of overall cost base & structure, resources & key competencies, profitability & profit sources,

product portfolio analysis & its strategic positioning, key competitor analysis & degree of competitive intensity, competitive market positioning across key global markets, analysis of key strategies & plans, overall strategy focus & orientation, R&D capabilities & key programs being pursued. The framework after analyzing strategic positioning of industry players analyzes their overall strategic fit & the degree of strategic responsiveness to external environmental factors, which include:- Near to Medium term demand projections for military & civil market segments, prevailing market dynamics, emerging market & technology trends, issues, challenges & potential risk factors to be able to assess their ability to derive further business growth by capitalizing on potential growth opportunities effectively while negating threats simultaneously over near to medium term.

Relevance & Usefulness: The report will be useful for:

Strategic Planning & Decision-Making process

Identification of & Insights into Potential Growth Opportunities & Avenues

Competitor Analysis & Comparative Analysis of OEMs

Analysis of Medium Term Strategy Focus, Key Strategies & Plans for all OEMs

Inputs on Market Evolution & Demand Projections for Military & Civil Segments over Medium Term

Assessing potential impact of emerging Market Trends & Developments

Contingency planning for current Strategies & Programs

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

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential for those having strategic interest in the global market for Military & Civil Helicopters. The report will be especially useful for Key Decision-Makers, Program Managers, Military Procurement Managers, Defense Contracting Executives & Departments, Top Management of Industry Players & Other Companies, Industry

OEMs, Suppliers, Vendors, MRO Services Providers, Helicopter Operators, Flight Simulator Manufacturers and other Key Players in the Industry Value Chain. The report will also be useful for existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists, Financing & Leasing Companies, Researchers and all those associated with the industry.

Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation enables Easy Comprehension

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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