

# **Global Top 6 Helicopter & Rotorcraft Manufacturers - Company Dossier - 2015 - Strategies, Plans, SWOT, Trends & Overall Strategy Focus across OEMs - Airbus Helicopters, AgustaWestland, Bell Helicopter, Boeing, Russian Helicopters, Sikorsky**

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## **Abstracts**

The report is a comprehensive company dossier & a strategic resource on the World's 6 leading helicopter & rotorcraft manufacturers providing key insights, analysis & information. The initial sections provide a snapshot & overview on the business operations & market positioning of each industry OEM while the SWOT framework analyzes the core Strengths & Weaknesses for each of the helicopter manufacturers. The SWOT framework subsequently analyzes & identifies potential growth opportunities & avenues and imminent/emerging threats for each key industry OEM based on their strategic product portfolio & market positioning, core strengths & weaknesses and overall strategy focus & orientation against the backdrop of emerging industry dynamics & trends. The report analyzes the overall strategic fit & the degree of strategic responsiveness of OEMs to external environmental factors, which include, prevailing industry dynamics & emerging as well as latent industry trends, issues, challenges & potential risk factors to assess their ability to be able to derive further business growth by capitalizing on potential growth opportunities effectively while negating threats simultaneously over near to medium term.

Further, analysis & insights into the key strategies, plans & overall strategy focus for each OEM for 2015 are provided in the report. The concluding sections of the report provide insights into the key industry trends, issues & challenges, risk factors & near to medium term strategic outlook for the industry. The report concludes by providing a Force Field framework analysis on the global helicopter & rotorcraft market.

## Industry Backdrop:

The market dynamics for helicopters have been complex & difficult of-late with the military helicopters segment facing continued budgetary pressures across most traditional markets with new procurement activity mostly limited to fleet replacement with preference for proven, in-production & derivative platforms as against scratch up programs besides continued technology development over new, radical & next generation programs & platforms like the S-97 Raider & the V-280 Valor. The commercial helicopter segment, too, has been facing headwinds of-late with global civil helicopter shipments contracting by 24.7% in 2014 while total billings registered a 7.5% year on year decline in 2014 standing at \$4.9 billion.

However, the imminent, significant replacement demand for ageing military helicopters emanating from traditional as well as emerging markets and continued, strong R&D activity driven technological developments & innovations are likely to be the key demand drivers over medium term for military helicopters & rotorcrafts despite ongoing, significant pressure on defense budgets across most traditional markets. The development of compound helicopter platforms, especially, the self-funded X2 program by Sikorsky, that is evolving rapidly as the S-97 Raider & forms the backbone of the SB>1 Defiant for the JMR-FVL program, and X3 by Airbus Helicopters; have already heralded the beginning of a new technological era as well as leap for military helicopters, in terms, of operational spectrum & capabilities.

Range & Scope of Analysis on OEMs covered in the study includes:

Revenues & Profitability Growth Trend

Operating Margin Trend

Product Portfolio Analysis & Positioning

R&D and Capital Expenditure Trend

Presence across Markets & Regions

Analysis of overall Revenue, Cost Base & Structure

Profitability Analysis & Key Profit Sources

Competitive Positioning across Market Segments

Overall Strategy Orientation & Focus and Key Strategies & Plans

Relevance & Usefulness: The report will be useful for

Quick Overview, Take & Inputs on Key Numbers & Business Operations for OEMs

Identification of Core Strengths & Weaknesses for each of the 6 Key Industry Players

Identification & Analysis of Potential Growth Opportunities, Avenues & Threats

Key Strategies, Plans & Strategy Focus for Industry OEMs for 2015

Analysis of Key & Emerging Industry Trends, Issues, Challenges & Potential Risk Factors

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

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

Strategic Perspective on the Industry's Near to Medium Term Outlook

For Whom: Key Decision-Makers across Industry Value Chain

This Company Dossier report will be essential for those associated with and having interest in the Global Helicopter & Rotorcraft market and any of these companies. The report 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, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists & all those associated with the industry or any of these companies.

**HIGHLIGHT:**

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations, 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.

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AgustaWestland N.V.

Bell Helicopters

Boeing Defense, Space & Security

Sikorsky Aircraft Corporation

Russian Helicopters

Range of Strategies & Plans covered:-

Product Portfolio Strategies & Plans

Market Specific Strategies & Plans

R&D Strategies & Plans

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