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Oshkosh Defense - Strategy Dossier - 2016 - Key Strategies, Plans, SWOT, Trends & Outlook

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Abstracts

Armored vehicles have traditionally been a key component of the force structure of land forces globally and have played a strategic role in almost all major campaigns of the last & the twenty first century with their capabilities. The recent allied war against terror saw the development & emergence of specialized vehicles, especially, MRAPs & mine detection vehicles aimed at neutralizing the increasing threat from a range of asymmetric threats, especially, IEDs, which further showcased the capabilities & effectiveness of armor against insurgency bound operations on very difficult terrains under adverse fighting conditions across hostile & distant war theatres.

The allied operations across Iraq & Afghanistan war theatres over the first decade of the twenty first century drove the growth of defense industrial base across North America & Europe and significantly bolstered businesses, especially, armored vehicle manufacturers. The industry segment saw the entry of newer players like Navistar into the armored vehicle segment, witnessed the growth of niche players like Force Protection and observed the significant expansion of order backlog at industry heavyweights, especially, GDLS & BAE Systems. However, with the winding up of allied operations across Ira & Afghanistan war theatres and the commensurate defense spending cuts underway across most traditional markets; the top line and order backlog across almost all key industry OEMs have shrunk substantially and the competitive intensity for new contracts has risen tremendously with cost competitiveness becoming a critical parameter for new contract awards as witnessed over the U.S. Army's JLTV & FMTV programs. However, long term, scratch-up franchise programs like the JLTV, equipment modernization, international export opportunities & need for increased protection from evolving IED threat are likely to be the key drivers across traditional markets over medium term with focus on agility, flexibility, enhanced protection & cost effectiveness.

Additionally, emerging markets & regions led by Asia-Pacific, Africa, Middle-East & Eastern Europe have become & are poised to remain as key growth markets for armored vehicles globally with ongoing political instability, internal conflict & territorial disputes being the key drivers. Russian threat post Ukraine episode has been driving military spending across Eastern & Northern Europe while China's rapid build-up of military capabilities has been the key driver of defense spending across the Asia-Pacific region while political instability & internal conflict continue to drive equipment modernization & replacement across Africa & the Middle-East region.

Against this backdrop, the report analyzes the overall strategy focus and provides Insights & Comprehensive analysis of the Strategies & Plans being conceptualized & pursued by Oshkosh Defense for the medium term horizon. The report also includes an insightful & comprehensive SWOT framework analysis on the company; which is used extensively for scanning, assessment & analysis of the internal as well as external business environment of an organization as part of the strategic planning process. The framework generates a snapshot of the company's inherent strengths & weaknesses as part of the internal environment assessment and outlines potential growth opportunities as well as threats as part of external environment assessment.

The report also incorporates analysis of key industry trends, issues & challenges, risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis. The report concludes by providing comprehensive market outlook over medium term with overview of demand projections across market segments.

Relevance & Usefulness:

The report provides insights & inputs to be incorporated into the broader strategic planning & decision making processes and will be essential from a competitive analysis standpoint as well.

The report will be useful for:

Strategic Planning & Decision-Making process

Identification of & Insights into Potential Growth Opportunities & Avenues

Analysis of Medium Term Strategy Focus and Key Strategies & Plans

Market Evolution & Demand Projections for Medium Term

Assessment & Analysis of Emerging Market as well as Technology Trends & Developments

Contingency planning for current Strategies & Programs

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

Strategic Perspective on the Business & Strategic Outlook for 2016

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2016

For Whom:

The report is a key information resource on Oshkosh Defense given its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company and/or the Global Defense Industry and will be especially useful for Key Decision-Makers, Program & Project Managers, Military Procurement Managers, Defense Contracting Executives & Departments, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Maintenance & Technology Services Providers 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.

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