

# Oshkosh Defense - Strategy Focus, Plans & Outlook for 2016

<https://marketpublishers.com/r/OCD9953220EEN.html>

Date: February 2016

Pages: 25

Price: US\$ 165.00 (Single User License)

ID: OCD9953220EEN

## Abstracts

The report analyzes the overall strategy focus and provides Insights into Key Strategies & Plans being conceptualized & pursued by Oshkosh Defense for the medium term horizon, especially, with the looming final award decision over the strategically significant JLTV program amid an improving market scenario with defense budgets across North America and EU likely to see real growth over near to medium term with rapidly evolving geopolitical dynamics and equation with the resurgence of traditional state based threats, deterioration of traditional rule based international world order and growing threat from extremism, terrorism and political instability. Thus, long term, scratch-up franchise programs like the JLTV in the U.S., 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. The report concludes by providing comprehensive market outlook for the global armoured vehicles market over medium term.

### 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:

Inputs for Strategic Planning & Decision-Making process

Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans

Market Evolution & Demand Projections for Armoured Vehicles across Market Segments through 2024

Contingency planning for current Strategies & Programs

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

For Whom:

The report would be essential 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.

Key Features:

Provides Macro View and Big Picture Quickly

Visual Representation enables Easy Comprehension

Meetings & Presentation Ready Format

## Contents

### SECTION - 1

#### Business Structure & Snapshot

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Product Portfolio - Major Product Platforms, Programs and Key Competitors
- f) Market Capitalization/Ownership Structure
- g) Key Executives
- h) Shareholding/Ownership Pattern & Structure

### SECTION – 2

#### Financial Performance Analysis – Charts & Analysis:

- 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

### SECTION – 3

#### Strategy Focus

### SECTION – 4

#### Key Strategies & Plans

Product Portfolio Strategies & Plans

Service Level Strategies & Plans

Technological and R&D Strategies & Plans

Market Specific Strategies & Plans - Traditional & Emerging Markets

Corporate Strategies & Plans  
Sales, Marketing & Branding Strategies and Plans  
Manufacturing/Production Strategies & Plans  
Business Growth Strategies & Plans - Organic & Inorganic  
Financial Strategies & Plans  
Acquisitions, Strategic Alliances & JVs  
Other Strategies & Strategic Initiatives

## **SECTION – 5**

Global Armored Vehicles Market - Strategic Outlook to 2024

## I would like to order

Product name: Oshkosh Defense - Strategy Focus, Plans & Outlook for 2016

Product link: <https://marketpublishers.com/r/OCD9953220EEN.html>

Price: US\$ 165.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/OCD9953220EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970