

# Rheinmetall Defence - 2017 - Strategic Factor Analysis Summary(SFAS) Framework Analysis

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## Abstracts

The report provides key insights into the overarching Strategic Positioning and degree of Environmental Responsiveness of Rheinmetall Defence through a Strategic Factor Analysis Summary (SFAS) framework analysis; also referred to as Quantitative SWOT Analysis, against the backdrop of an evolving industry landscape & shifting global dynamics with the Global Armored Vehicle manufacturing industrial base gearing up for an upswing after a long hiatus driven by a traction being witnessed in defense spending across most key markets focused on recapitalization of core assets driven by an evolution of the traditional world order & emerging geo-political dynamics & equations with the resurgence of Russia and rapid build-up of military capabilities by China. In the North American market, the rolling out of some key, big ticket scratch up and upgrade programs as of late has already upped the ante for the industry with the U.S. Army planning a rapid as well as comprehensive upgrade & modernization of its combat vehicle platforms aimed at regaining its technology led overmatch over adversaries under its Combat Vehicles Modernization Strategy.

The European scenario is no different with the traditional armor stronghold facing a hectic pace of activities with the looming, credulous Russian threat backed by third generation armor as well as related technological advances and increasing Russian activities in Eastern Europe & the Baltics having already driven a significant increase in defense spending across a number of states based in Northern as well as Central Europe, in addition, to the Baltics. A number of large, big ticket defense modernization & replacement programs have already been initiated, announced or are in the pipeline stage across a number of European states aimed at replacement of ageing, cold war legacy armor. Middle East and Asia-Pacific regions are going to be other key growth regions for armored vehicles globally with ongoing political conflicts in the Middle East being the core demand driver for procurement of land systems. In the APAC region,

Australia and India are poised to be key growth markets over medium term with these nations having already initiated key replacement programs as of late; eg. LAND 400 & FICV; and scheduled to place multi-billion dollars worth of orders for procurement of new armored vehicles.

The report provides an overall SFAS score on Rheinmetall Defence based on an analysis of the company's strategic positioning in the current as well as projected market dynamics and its degree of responsiveness to its internal & external environment respectively with the objective of assessing as to how favorably is the company positioned (with its portfolio, underlying strategy & state of operations etc.) 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, overall strategic equation for the 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 based on the strategic significance & potential degree of impact of factors along-with each respective company's corresponding degree of responsiveness to those factors. The final Strategic Factor Analysis Summary (SFAS) framework amalgamates the IFAS & EFAS matrices into a single matrix providing a holistic, overarching view.

The numeric SFAS score and the analysis produced by the framework, thus, is highly useful for competitive & comparative analysis from a current as well as emerging reality perspective with the framework assessing strategic positioning & the degree of responsiveness of the company towards the present as well as emerging market & industry 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 categorized into strengths, weaknesses, opportunities & threats respectively based on the nature & potential degree of effect of each strategic factor being analyzed, thereby, making it much more effective for competitive assessment & analysis and from a strategic planning standpoint with the creation of a quantitative strategic snapshot on the company/business being analyzed.

**Relevance & Usefulness of the Report:**

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:

Competitive Assessment, Comparative Analysis & Strategic Planning

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

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

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

Analysis & Assessment of Emerging Market, Technology Trends & Developments impacting the Industry/Sector

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:

The report is essential & a must have for Government, Military & Senior Industry Personnel and all those with strategic interest & stakes in the Global Armored Vehicles Market. The report will be extremely useful for Key Decision-Makers, Program Managers, Global Procurement Managers, Defense Contracting Executives & Departments, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, MRO Services Providers, Associated Equipment 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/sector.

Features, Benefits & Reasons to Procure:

Availability of a Translated Copy of the Report in Select, Multiple Languages on Request at No Additional Cost – French, German, Spanish, Italian & Portuguese

Provides Macro View and Big Picture Quickly

Visual Representation

Blend of Quantitative & Qualitative Analysis

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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