

# **Rheinmetall Defence - H1 2013 - Strategic Snapshot, SWOT Analysis, Strategic Initiatives & Developments, Key Trends & Outlook**

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## **Abstracts**

This strategic report provides key insights into the strategic business aspects of Rheinmetall Defence based on a holistic assessment as well as comprehensive analysis of business structure, performance, strategies, plans, initiatives & outlook against the backdrop of an evolving industry landscape & shifting global dynamics with the industry reeling under the pressure of significant defense spending cuts across traditional markets and has started treading on the consolidation path as highlighted with the mergers of Force Protection & GDLS and Panhard & Renault Truck Defense. Most OEMs are working towards implementing an array of strategies and strategic plans aimed at partially offsetting the ongoing spending cuts revolving around key demand drivers, namely, replacement demand, vehicle upgrades & retrofitment, maintenance & repair, demand from emerging nations and technological developments offering superior manoeuvrability and enhanced protection against a broad range of asymmetric threats. The reduced activity level has also led to OEMs forming strategic alliances to reduce risks, share developmental costs & foray into international markets.

This report on Rheinmetall Defence also includes an insightful SWOT framework analysis on the company; which is used extensively for an assessment 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 the external environment assessment.

### **Useful for:**

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 as well as Comprehensive Strategic Business Analysis

Assessment & evaluation of company's degree of responsiveness as well as strategic orientation towards the External Environment

Gaining access to Key Inputs to be incorporated into the Strategic Planning & Decision-Making Process

Identification of opportunities which could be capitalized upon

Identification of potential threats in the business environment

Analysis of and Insights into key Strategic Initiatives as well as Business Developments being pursued by the company

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

Gaining a Strategic Perspective on the Business & Industry Outlook for 2013 through an insightful Force Field Framework Analysis

Gaining access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook

**For Whom:**

The report would be essential for those having strategic interest in the Global Armoured Vehicle Industry & 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 & those associated with the industry or the company.

**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.

**Report Updates:**

For purchases made beyond 3 months from the month of original publication, the report would be updated with latest financial data as well as strategic developments for the company, prior to dispatch, in order, for the analysis to be most relevant & useful for the end-users.

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