

# **Rheinmetall Defence - Strategy Dossier - 2017 - Strategic Focus & Priorities, Key Strategies & Plans, SWOT, Trends & Challenges, Market Outlook**

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## **Abstracts**

The Global Armored Vehicle manufacturing industrial base is 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.

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 with a significant focus & emphasis being placed on land forces and armor given the geographic location and proximity of these states to Russia. Middle East and Asia-Pacific regions are going to be other key growth regions for armored vehicles with ongoing political conflicts in the Middle East being the core demand driver for military hardware as already witnessed by the placement of a number of big ticket orders for armored vehicles by Saudi Arabia. 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 and scheduled to place multi-billion dollar worth of orders for procurement of new armored vehicles.

Against this backdrop, the report analyzes the overall strategy focus and provides Insights into & Comprehensive analysis of the Strategies & Plans being conceptualized & pursued by Rheinmetall Defence 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 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.

The report also incorporates analysis of key industry trends, issues & challenges and 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 key market segments & key geographic regions.

#### 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

Analysis of Medium Term Strategy Focus and Key Strategies & Plans

Identification of & Insights into Potential Growth Opportunities & Avenues

Market Evolution & Demand Growth Projections over Next Decade

Assessing potential impact of emerging Market 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 2017

### Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market Outlook for 2017

#### For Whom:-

The report is a key information resource on Rheinmetall Defence with its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company 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, 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:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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2 GLOBAL DEMAND OUTLOOK FOR ARMORED VEHICLES – PROJECTIONS

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