

# Rheinmetall Defence - Strategy Focus, Plans & Outlook for 2016

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Date: February 2016

Pages: 25

Price: US\$ 165.00 (Single User License)

ID: RBDAD1EFEEAEN

## Abstracts

The report analyzes the overall strategy focus and provides Insights into Key Strategies & Plans being conceptualized & pursued by Rheinmetall Defence for the medium term horizon 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

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## **SECTION – 5**

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