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Strategic Factor Analysis Summary (SFAS) Framework Analysis - 2015 - Europe's 7 Leading Aerospace & Defense Companies - Airbus Group, BAE Systems, Finmeccanica, Rolls-Royce, Safran, Dassault, Thales

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Abstracts

The report provides comprehensive analysis as well as strategic insights into the overarching strategic positioning of the Europe's 7 leading Aerospace & Defense Companies through a Strategic Factor Analysis Summary (SFAS) framework analysis incorporating a holistic assessment as well as comprehensive analysis of the Business Structure, Strategic & Market Positioning, Portfolio Performance, Business Strategies & Plans and degree of Environmental & Strategic Responsiveness against the backdrop of an evolving industry landscape & shifting global dynamics with the aerospace industry globally witnessing a significant growth phase driven by next generation propulsion technologies and development of next generation technologies & innovations by the industry value chain while budgetary pressures continue to impact defense spending across most traditional markets.

Against this backdrop, the report provides a comprehensive Strategic Factor Analysis Summary (SFAS) framework analysis on each of the Europe based 7 leading Aerospace & Defense companies and provides an overall SFAS score based on each company's strategic positioning with reference to current & emerging market dynamics as well as industry trends and the degree of responsiveness to its internal & external environment respectively. The report also provides a comparative ranking of the 7 companies with reference to their SFAS scores, thereby, making it especially useful for competitive analysis & benchmarking purposes.

The framework generates an insightful snapshot of the prevailing, overall strategic

equation for each company by identifying, weighing, prioritizing & ranking strategic factors present in the internal & external environment through an Internal Factor Analysis Summary (IFAS) matrix followed by an External Factor Analysis Summary (EFAS) matrix based on their strategic significance & potential degree of impact along-with each respective company's corresponding degree of responsiveness to those factors. SFAS, as a framework, thus, scores over the traditional SWOT analysis framework, in terms, of its ability to quantify strengths, weaknesses, opportunities & threats respectively based on the potential degree of effect of each strategic factor being analyzed and the company's commensurate degree of responsiveness to that, thereby, making it much more effective from the perspective of strategic planning and from a competitive assessment & analysis standpoint with the creation of a quantitative strategic snapshot on the company.

The aerospace & defense industry globally is currently contrasted between a significant growth phase being witnessed by the global commercial aviation industry with record order backlog levels prevailing across key airframers while the defense segment faces a cyclical downturn marked by ongoing portfolio restructuring across key industry OEMs & continued industry consolidation amid continued pressure on defense spending across most traditional markets. The global aerospace & defense industry & most industry players are, thus, in the process of harnessing the alternate cyclicality of the commercial & defense segments effectively to partially offset the ongoing slump in the defense segment by leveraging the commercial segment’s growth momentum while preserving the core competencies & capabilities of their defense businesses through maintenance of an optimized defense industrial base, in line with the prevailing industry vicissitudes and to navigate their way through.

The defense budgetary scenario in Western Europe is grim with defense spending, led by the trio of France, U.K. & Germany, impacted significantly with most European economies yet to fully recover from the debt crisis. Defense spending in Continental Europe, as a fallout of the debt crisis, has plummeted to 1.4% of GDP as of 2013, which is one of the lowest globally with only 4 NATO states meeting the 2% defense spending level. Annual defense spending in France is projected to stay flat at €31.4 billion through 2014-2019 under the military budget law with a cumulative funding deficit of about €5.9 billion through 2019 expected to be plugged through strategic asset sales by the French Government in key defense companies. The European defense industrial base, thus, is seeking optimization for continued competitiveness with industry consolidation underway marked by growth in M&A activity besides signing up of partnership agreements & strategic alliances amongst key industry players aimed at enhanced competitiveness & optimization of cost base besides sharing of development costs &

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diversification of risks on scratch up & developmental programs; as highlighted by an increasing number of defense program being pursued by a consortium of European nations jointly. Additionally, the Ukraine crisis has triggered concerns with respect to defense capabilities & has heightened threat perception amongst a number of European states, based in Northern & Eastern Europe, led by Poland & Norway, which are focusing on building up military capabilities rapidly to counter growing Russian threat in the region which is likely to drive an increase in defense spending across Northern & Eastern Europe over near term. Russia's defense budget is projected to grow to 4% of GDP by 2016 while defense budgets across other key nations based in the Asia-Pacific & Middle East regions, too, continue to witness significant growth presenting significant potential growth opportunities to global industry players.

Against this backdrop, the framework, thus, assesses the strategic positioning & the degree of responsiveness of each of the 7 leading European players to harness the significant tailwinds in the comemrcial aerospace sector projected to prevail over medium to long term while managing the headwinds in the defense segment effectively.

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:

Strategic Planning, Competitive Assessment & Analysis and Benchmarking Exercise

Identification of Key Strategic Factors classified & categorized under Strengths, Weaknesses, Opportunities & Threats for each company along-with their Quantitative Weights indicating Strategic Significance of each respective Factor through a Strategic Factor Analysis Summary (SFAS) Matrix.

Generation of an overall Strategic Equation & Quantified SFAS score for each company based on analysis of Strategic Positioning and Market Dynamics.

Assessment & evaluation of each Company's Degree of Responsiveness and Strategic Orientation towards Internal & External Environmental factors as assessed through the Internal & External Factor Analysis Summary (EFAS)

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Matrices.

Relative/Comparative Ranking of the 7 Companies based on their SFAS scores and strategic analysis.

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

Gaining a Strategic Perspective on the Business & Strategic Outlook for each company.

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

Analysis of Forces Driving as well as restraining the Industry & their overall Dynamics

FOR WHOM:

The SFAS Framework analysis report will be essential for those associated with and having strategic interest in the Global Aerospace & Defense industry & any of these companies. The report 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, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists & all those associated with the Global Agriculture Industry or any of these companies.

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.

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Strategic Industry Outlook

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