

Strategic Factor Analysis Summary (SFAS) Framework Analysis - 2015 - World's 6 Leading Helicopter & Rotorcraft Manufacturers - Airbus Helicopters, AgustaWestland, Bell Helicopter, Boeing, Russian Helicopters, Sikorsky

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Abstracts

The report provides comprehensive analysis as well as strategic insights into the overarching strategic positioning of the World's 6 leading Helicopter & Rotorcraft manufacturers 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 rapidly expanding role of helicopters in the overall force structure of armed forces globally with the showcasing of their capabilities for conducting a broad range of anti-terrorism directed military operations & countering a wide range of asymmetric threats as demonstrated effectively during the allied war on terror across Iraq & Afghanistan war theatres during the first decade of this century.

The imminent, significant replacement demand for ageing military helicopters emanating from traditional as well as emerging markets and continued, strong R&D activity driven technological developments & innovations are likely to be the key demand driver over medium term for military helicopters & rotorcrafts despite ongoing, significant pressure on defense budgets across most traditional markets. The global civil helicopter & rotorcraft segment, on the contrary, is being driven by the development of new helicopter platforms by OEMs offering enhanced performance capabilities while reducing operating economics significantly, foray into entirely new segments, like, Super mid-size besides significant growth in global oil & gas exploration activity driven by

growing oil demand from key Asian economies, an ageing global civil helicopter fleet deployed in the oil & gas exploration sector and growing demand from the EMS, Law Enforcement & VIP Transportation segments, especially, across emerging markets. About 4,800 to 5,500 new civil helicopters are projected to be delivered globally through the 2014-2018 period with North America projected to lead the demand for new civil helicopters. However, stalled recovery in the EU & slowing down of the world economy besides stalling of Brazilian economy and infrastructure issues & political crackdown on conspicuous spending in China pose significant threats over near term.

Against this backdrop, the report provides a comprehensive Strategic Factor Analysis Summary (SFAS) framework analysis on each of the world's 6 leading helicopter & rotorcraft manufacturing 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 6 helicopter & rotorcraft manufacturing 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 framework, thus, assesses the strategic positioning & the degree of responsiveness of each of the 6 leading industry players to harness the significant tailwinds projected to prevail over medium in the civil helicopter segment 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) Matrices.

Relative/Comparative Ranking of the 6 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, Helicopter & Rotorcraft manufacturing and 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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