

# **Strategic Orientation Mapping - 5 Key European Defense & Aerospace Companies - BAE Systems, EADS, Finmeccanica, Thales, Dassault - 2011**

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## **Abstracts**

This Strategic Orientation Mapping report is a comprehensive strategy dossier & provides detailed analysis & key insights into the strategic business aspects of these 5 key European Defense & Aerospace companies based on a comprehensive assessment of their strategies & outlook against the backdrop of an evolving industry landscape; impacted by ramifications of the Global Economic Meltdown as almost all Key Global Economies grapple with domestic economic issues, in addition, to complex & challenging Geo-Political situations & equations. With the defense budgets across almost all key Western European nations, especially, Britain & France, set to decline sharply over the near term; the industry is set to face difficult times ahead.

Thus, amid a changing & evolving industry landscape; this report provides insights into & presents a comprehensive analysis as well as assessment of key strategies & plans being chalked out by these 5 leading European companies to sail through the anticipated environmental turbulence, in addition, to providing strategic insights into significant industry developments & analyzing overall dynamics in the European defense & aerospace industry amid rising uncertainty and rapidly changing defense priorities as well as external outlook.

The report will be especially useful for:

Strategic Planning & Decision-Making Process

Comprehensive Strategic & Competitive Assessment of key market players

## Relative Assessment of Strengths & Weaknesses

Assessment & Evaluation of degree of responsiveness of each company to the external environment

Identification of Opportunities which could be capitalized upon by each company

Identification of Potential Threats in the business environment & challenges specific to each selected market player

A round-up of Significant Business Developments for each company

Perspective on Key Strategic Initiatives being pursued by each company

Insights into key Business Strategies & Plans being pursued by each player

Identifying & Highlighting areas for making Potential Strategic Changes, Adjustments & Realignment

Gaining a Strategic Perspective on the Comparative Business & Strategic Outlook for each company for 2011

Strategic insights into significant industry developments & analysis of key and emerging trends

Insights into Key forces shaping the industry's future & their overall dynamics

This Strategic Orientation Mapping report would be essential for those having strategic interest in the European as well as Global Defense & Aerospace Industry or any of these companies & will be especially useful for key decision makers, top management of companies, suppliers, vendors, current & potential investors, industry & company analysts & those associated with the industry or the company.

The report is comprehensive yet concise & compact at the same time; built on the Microsoft PowerPoint platform; thus enabling & ensuring prompt and informed decision making.

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**OUTLOOK**

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