

Strategic Orientation Mapping - World's 10 Leading Defense & Aerospace Companies – 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 10 Global 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 U.S. defense budget; pegged at a staggering figure of over \$700 billion for FY2011; contributing to almost 50% of the global annual defense outlay; set to stagnate over the near term & sharp reductions in defense spending imminent across Britain & France, as well as, several other, key Western European nations; 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 10 leading companies to sail through the anticipated environmental turbulence, in addition, to providing strategic insights into the significant industry developments and analyzing overall dynamics in the global defense & aerospace industry amid rising uncertainty as well as 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 to the external environment

Identification of Opportunities which could be capitalized upon by each company

Identification of Potential Threats in the business environment 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 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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