

# Textron Systems - Strategy Dossier - 2015 - Key Strategies, Plans, SWOT, Trends & Strategic Outlook

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## Abstracts

### **INTRODUCTION, INDUSTRY BACKDROP & REPORT OVERVIEW:**

The report provides comprehensive insights into the Strategic Positioning, Strategic Priorities, Strategic Responsiveness and Key Strategies & Plans for Textron Systems based on a holistic assessment as well as comprehensive analysis of Business Activities, Strategic Initiatives, Strategic Measures, Business & Strategic Developments and Strategic Moves against the backdrop of an evolving industry landscape & shifting global dynamics with significantly rising technological capabilities which are being supported inadequately by a lack of economic resources emanating from continued pressures on defense spending in the U.S., especially, with a 45% reduction in spending on tactical wheeled vehicles through Fiscal 2013 through Fiscal 2017 with sequestration coming into the equation. Amid continued budgetary pressures, an increased emphasis is being placed on procurement of proven & derivative platforms and pursuing upgrades & modernization with reluctance towards funding scratch up, developmental programs; as witnessed over the U.S. Army's Ground Combat Vehicle (GCV) program. However, high priority programs, like the JLTV, are likely to stay on course albeit budgetary constraints. Additionally, total lifecycle cost is becoming a strategically significant parameter for decision making pertaining to procurement of military equipment, more than ever before, thereby, significantly enhancing focus & emphasis on competitiveness across industry OEMs. The intensely contested JLTV program; involving procurement of over 49,000 & 5,500 vehicles to replace a third of the U.S. Army & the Marine Corps' fleet of Humvees; is scheduled to enter LRIP phase in 2015 and will potentially open long-term growth avenues for the winning OEM given the scale & magnitude of the program despite the cost capping of \$250,000 per vehicle.

### **SCOPE OF ANALYSIS:**

The report provides Key Insights into Strategies & Plans being conceived, implemented & pursued by Textron Systems for the medium term horizon. This report on Textron Systems also includes an insightful SWOT framework analysis on the company; which is used extensively for an assessment of the internal as well as external business environment of an organization as part of the strategic planning process. The framework generates a snapshot of the company's inherent strengths & weaknesses as part of the internal environment assessment and outlines potential growth opportunities as well as threats as part of the external environment assessment.

The report concludes by providing comprehensive insights into the key industry trends, issues, challenges, risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis followed by industry outlook for 2015.

#### **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:**

Competitive Assessment as well as Comprehensive Strategic Business Analysis

Assessment of degree of environmental responsiveness as well as strategic orientation

Gaining access to Key Inputs for Strategic Planning & Decision-Making Process

Identification of opportunities which could be capitalized upon

Identification of potential threats in the business environment

Analysis of and Insights into key Strategies & Plans being pursued by the company

Identifying & highlighting areas for Strategic Changes, Adjustments & Realignment

## Gaining a Strategic Perspective on the Business & Strategic Outlook for 2015

Access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2015

### **FOR WHOM:**

The report is a niche, key & vital resource on the Business Strategy Domain given its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company, the Global Defense Industry & Armored Vehicle Manufacturing & 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 Defense Industry.

### **REPORT HIGHLIGHT:**

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations with visual representation & orientation based on a slide architecture, 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. This PowerPoint architecture based report provides high readability & ease of navigation besides generating significant time savings by saving the end-user the effort of sifting through voluminous pages of text, in addition, to enhancing the scope of retention, immediate utilization & application of analysis through visual representation and incorporation of relevant images to support & supplement the analysis.

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