

# **World's 5 Leading Helicopter Manufacturers - Key Strategies, Plans, SWOT, Trends & Outlook for 2012**

<https://marketpublishers.com/r/W8C2305CE83EN.html>

Date: March 2012

Pages: 58

Price: US\$ 1,275.00 (Single User License)

ID: W8C2305CE83EN

## **Abstracts**

Helicopters have been a critical component of the overall force structure of armed forces globally and with the demonstration of their prowess, operational flexibility & manoeuvrability during the Allied war operations across Iraq & Afghanistan war theatres; their evolving role as force multipliers & increasing indispensability for conducting a wide range of military operations & missions is well-justified.

This Strategic report is a complete Strategy Dossier and provides comprehensive analysis & key insights into the strategic business aspects of these 5 leading Global Helicopter manufacturing companies (Agusta Westland, Bell, Boeing, Eurocopter, Sikorsky) based on a comprehensive assessment of their strategies & outlook against the backdrop of an evolving industry landscape; marked by rapid & significant technological developments amid massive defense budget cuts underway across almost all key global economies coupled with difficult overall Macroeconomic Conditions as well as complex & challenging Geo-Political Situations & Equations; while almost all Key Global Industry Players Restructure & Realign themselves, in a bid to optimize overall cost base and craft strategies as they gear up for further anticipated environmental turbulence.

Thus, amid the rising uncertainty over defense spending trends & difficult global macro-economic conditions; the report will provide & will be useful for:

Strategic Planning, Competitive Analysis & Benchmarking Exercise

Comprehensive Strategic & Competitive Assessment & Analysis for each Company

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

Relative Assessment of Strengths & Weaknesses of each player

Assessment & Evaluation of degree of responsiveness to the external environment

Identification of Opportunities which could be capitalized upon by each OEM

Identification of Potential Threats in the business environment specific to each player

Identifying & Highlighting areas for Potential Strategic Adjustments & Realignment

Gaining a Strategic Perspective on the Business & Strategic Outlook for players for 2012

Gaining access to Key Industry as well as Market Trends & Insights

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

### **For Whom:**

The 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.

### **Highlight:**

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.

## **Companies included in the Report:**

AgustaWestland

Bell Helicopters

Boeing Defense, Space & Security

Eurocopter

Sikorsky Aircraft Corporation

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Companies included in the Report:

- AgustaWestland
- Bell Helicopters
- Boeing Defense, Space & Security
- Eurocopter
- Sikorsky Aircraft Corporation

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