The Turkish Defense Industry - Market Opportunities and Entry Strategies, Analyses and Forecasts to 2016

Synopsis
- Top level overview of the Turkish defense industry
- A breakdown of the Turkish defense industry by spend pattern valued from 2005 through 2010 and forecasted from 2011 through 2016
- A breakdown of the markets by segments valued from 2005 through 2010 and forecasted from 2011 through 2016
- Details of top companies active across the Turkish defense industry
- Emerging trends and opportunities in the Turkish defense industry in the last 12 months

Summary
This report offers insights into market opportunities and entry strategies adopted by foreign OEMs to gain a market share in the Turkish defense industry. In particular, it offers in-depth analysis of the following:
- Market opportunity and attractiveness: Detailed analysis of the current market size and growth expectations during 2011–2016, including highlights of the key drivers, to aid understanding of the growth dynamics. It also benchmarks the sector against key global markets and provides detailed understanding of emerging opportunities in specific areas.
- Procurement dynamics: Trend analysis of imports and exports, along with their implications and impact on the Turkish defense industry.
- Industry structure: Five forces analysis to identify various power centers in the industry and how these are likely to develop in the future.
- Market entry strategy: Analysis of possible ways to enter the market, along with knowledge of how existing companies have entered the market, including key contracts, alliances, and strategic initiatives.
- Competitive landscape and strategic insights: Analysis of the competitive landscape of defense manufacturers in Turkey. It provides an overview of the key defense companies (both domestic and foreign) along with insights such as key alliances, strategic initiatives and a brief financial analysis.
- Business environment and country risk: A range of drivers at country level, assessing business environment and country risk. It covers historical and forecast values for a range of indicators evaluating business confidence, economic performance, infrastructure quality and availability, labor force, demographics, and political and social risk.

Scope
- Analysis of defense industry market size from 2005 through 2010 and forecasts till 2016
- Analysis of defense budget allocation
- Benchmarking with key global markets
- Market opportunities
- Defense procurement dynamics
- Industry dynamics
- Market entry strategy
- Competitive landscape and strategic insights
- Business environment and country risk

Reasons To Buy
- Gain insight into the Turkish defense industry with current, historic and forecast market values
- Gain insight into market opportunity and attractiveness
- Gain insight into industry procurement dynamics
- Gain insight into industry structure
- Gain insight into regulations governing the Turkish defense industry and the potential market entry strategies with an expert analysis of the competitive structure
- Identify top companies of the Turkish defense industry along with profiles of all those companies

Key Highlights
Military expenditure in Turkey was estimated to value US$XX.XX billion in 2010 and, consequently, the Turkish defense industry is one of Asia's most attractive defense markets. During the review period, defense expenditure grew at a CAGR of XX.XX%, and is expected to record a CAGR of XX.XX% during the forecast...
period, to reach a value of US$XX.XX billion by 2016. The country's defense expenditure will largely be driven by a strained relationship with Greece, persistent terror threats and instability within the region. In addition, Turkish peacekeeping initiatives will continue to put pressure on the government to increase defense expenditure.

As a percentage of GDP, the country's average defense expenditure stood at XX.XX% during the review period, however this figure is expected to decrease to an average of XX.XX% over the forecast period. Despite a steady annual increase in the country's military expenditure, a reduction in the country's defense expenditure as a percentage of GDP is predicted due to the anticipated overall growth of the Turkish economy, which is projected to record a CAGR of XX.XX% over the forecast period.
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5.1.2 Bargaining power of Buyer: High
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5.1.4 Intensity of rivalry: High
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