
Description:
Synopsis
- Top level overview of the Japanese defense industry
- A breakdown of the Japanese defense industry by spend pattern valued from 2007 through 2011 and forecasted from 2012 through 2016
- A breakdown of the markets by segment valued from 2007 through 2011 and forecasted from 2012 through 2016
- Details of top companies active across the Japanese defense industry
- Emerging trends and opportunities in the Japanese 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 Japanese 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 Japanese 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 Japan. 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 2007 through 2011 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 Japanese 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 the regulations governing the Japanese defense industry and the potential market entry
strategies with an expert analysis of the competitive structure.
- Identify top companies of the Japanese defense industry along with profiles of all those companies.

Key Highlights
With a defense budget of US$59.83 billion in 2011, Japan is the fifth-largest defense spender in the world. While the Japanese defense budget grew at a CAGR of 10.04% during the review period, it is expected to grow at a CAGR of 3.37% over the forecast period, to reach US$70.62 billion by 2016. However, the Japanese government has capped its defense budget at 1% of GDP, a situation which is projected to continue until 2016.
5.1.2 Bargaining power of buyer: high
5.1.3 Barrier to entry: high
5.1.4 Intensity of rivalry: high
5.1.5 Threat of substitution: low to high
6 Market Entry Strategy
6.1 Market Regulation
6.1.1 Japan does not have an offset policy for arms imports
6.1.2 Investment in defense industry requires prior notification
6.2 Market Entry Route
6.2.1 Establishment of a subsidiary in Japan is used as entry strategy
6.2.2 Foreign military sales is an alternate entry route without technology transfer
6.2.3 Joint production through technology transfer has been the preferred entry route for foreign defense companies
6.3 Key Challenges
6.3.1 Domestically produced defense equipment is expensive
6.3.2 Exports ban is a challenge for defense companies
7 Competitive Landscape and Strategic Insights
7.1 Competitive Landscape Overview
7.2 Key Foreign Competitors
7.2.1 Lockheed Martin: overview
7.2.2 Lockheed Martin: products and services
7.2.3 Lockheed Martin: recent announcements and strategic initiatives
7.2.4 Lockheed Martin: alliances
7.2.5 Lockheed Martin: recent contract wins
7.2.6 Lockheed Martin: financial analysis
7.2.7 Raytheon: overview
7.2.8 Raytheon: products and services
7.2.9 Raytheon: recent announcements and strategic initiatives
7.2.10 Raytheon: alliances
7.2.11 Raytheon: recent contract wins
7.2.12 Raytheon: financial analysis
7.2.13 BAE Systems: overview
7.2.14 BAE Systems: products and services
7.2.15 BAE Systems: recent announcements and strategic initiatives
7.2.16 BAE Systems: alliances
7.2.17 BAE Systems: recent contract wins
7.2.18 BAE Systems: financial analysis
7.2.19 EADS Japan: overview
7.2.20 EADS Japan: defense products
7.2.21 EADS Japan: recent announcements and strategic initiatives
7.2.22 EADS Japan: alliances
7.2.23 EADS Japan: recent contract wins
7.2.24 EADS Japan: financial analysis
7.3 Key Domestic Companies
7.3.1 NEC Corporation: overview
7.3.2 NEC Corporation: products and services
7.3.3 NEC Corporation: recent contracts and strategic initiatives
7.3.4 NEC Corporation: alliances
7.3.5 NEC Corporation: recent contract wins
7.3.6 NEC Corporation: financial analysis
7.3.7 Toshiba Corporation: overview
7.3.8 Toshiba Corporation: defense products
7.3.9 Toshiba Corporation: recent announcements and strategic initiatives
7.3.10 Toshiba Corporation: alliances
7.3.11 Toshiba Corporation: recent contract wins
7.3.12 Toshiba Corporation: financial analysis
7.3.13 Mitsubishi Heavy Industries: overview
7.3.14 Mitsubishi Heavy Industries: defense products
7.3.15 Mitsubishi Heavy Industries: recent announcements and strategic initiatives
7.3.16 Mitsubishi Heavy Industries: alliances
7.3.17 Mitsubishi Heavy Industries: recent contract wins
7.3.18 Mitsubishi Heavy Industries: financial analysis
7.3.19 Fuji Heavy Industries Ltd.: overview
8.2.28 End of period exchange rate US$–YEN
8.3 Infrastructure Quality and Availability
8.3.1 Total airports and ports
8.3.2 Railways and road systems
8.3.3 Passenger vehicle production trend
8.3.4 Commercial vehicle production trend
8.3.5 Automotive components export trend
8.3.6 Automotive products import trend
8.3.7 Passenger vehicle export trend
8.3.8 Commercial vehicle export trend
8.3.9 Passenger car penetration
8.3.10 Total installed capacity for electricity generation
8.3.11 Installed capacity for generation of conventional thermal electricity
8.3.12 Electricity production
8.3.13 Electricity consumption
8.3.14 Installed capacity for generation of hydroelectricity
8.3.15 Installed capacity for renewable electricity generation
8.3.16 Healthcare expenditure
8.3.17 Healthcare expenditure as a percentage of GDP
8.3.18 Healthcare expenditure per capita
8.3.19 R&D expenditure as a percentage of GDP
8.3.20 Total internet subscribers
8.3.21 Broadband internet subscribers
8.3.22 Mobile phone penetration rate
8.4 Labor Force
8.4.1 Labor force
8.4.2 Unemployment rate
8.5 Demographics
8.5.1 Annual disposable income
8.5.2 Annual per capita disposable income
8.5.3 Annual consumer expenditure on food
8.5.4 Annual per capita consumer expenditure on food
8.5.5 Urban and rural population
8.5.6 Females as a percentage of population
8.5.7 Males as a percentage of population
8.5.8 Mean age of population
8.5.9 Median age of population
8.5.10 Population density
8.5.11 Age distribution of the total population
8.5.12 Age distribution of the male population
8.5.13 Age distribution of the female population
8.5.14 Number of households
8.6 Political and Social Risk
8.6.1 Political stability
8.6.2 Terrorism index
8.6.3 Transparency index
9 Appendix
9.1 Contact Us
9.2 About ICD Research
9.3 Disclaimer
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Web Address: http://www.researchandmarkets.com/reports/2073224/
Office Code: SCDPW8V

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 1250</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 3750</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr □ Mrs □ Dr □ Miss □ Ms □ Prof □
First Name: __________________________ Last Name: __________________________
Email Address: * __________________________
Job Title: __________________________
Organisation: __________________________
Address: __________________________
City: __________________________
Postal / Zip Code: __________________________
Country: __________________________
Phone Number: __________________________
Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World