Annual Strategy Guide - 2016 - World's Top 6 Military Helicopter Manufacturers - Airbus Group, AgustaWestland, Bell, Boeing, Russian Helicopters, Sikorsky - Strategic Focus & Priorities, Key Trends, Market Outlook

Description: Annual Strategy Guide - 2016 - World's Top 6 Military Helicopter Manufacturers - Airbus Group, AgustaWestland, Bell, Boeing, Russian Helicopters, Sikorsky - Strategic Focus & Priorities, Key Strategies & Plans, SWOT Analysis, Key Trends, Market Outlook.

Military helicopters have been an integral component of the force structure of armed forces globally and with increasing threat from terrorism & extremism; their significance for carrying out anti-insurgency based operations has grown further manifold in a complex, challenging, uncertain & rapidly evolving global geopolitical environment. The demand & acquisition scenario for military equipment has been impacted of-late by defense budgetary cuts underway across most traditional markets; however, defense spending is likely to witness a slight to moderate uptick over near to medium term globally with increasing complexity of security challenges, resurgence of conventional state based threats & a wearing down of traditional world order. The latest U.K. Strategic Defense & Security review 2015-2025 clearly points towards the same with planned reinforcement & expansion of Air Combat, Airborne Strike and Maritime Surveillance capabilities. The review also places enhanced focus on Special Forces with focus on expansion of their capabilities & asset base with GBP 2 billion worth of planned investments. France, too, will need to bite the bullet & focus on plugging the security & capability gaps. The country announced plans earlier in the year to increase defense spending by Euro 3.8 billion over the next 4 years which is likely to be further ramped up following the recent terrorist attacks. In the United States, large, big ticket defense programs, which include, Long Range Strike Bomber (LRS-B), Joint Multi Role – Future Vertical Lift (JMR-FVL) & Next Generation Jet Engine Program are likely to be the key & drive growth over medium to long term. However, the Asia-Pacific region is projected to spearhead global demand for military helicopters over the next decade with a number of states poised to replace their ageing helicopter platforms as they expand military capabilities to counter growing threat, assertiveness & military build-up by Russia & China.

Thus, the medium to long term view of the military helicopters market is promising with presence of strong fundamentals and long term, sustainable growth drivers & enablers spearheaded by technological evolution & R&D activity amid a backdrop of growing conventional & hybrid threat perceptions and complex security challenges. The development of next-generation compound helicopters & tilt-rotorcrafts has already heralded the advent of a new era that is likely to witness a significant expansion of the operational spectrum, capabilities & performance threshold of these machines which is likely to eventually transform & redefine their role besides enhancing overall effectiveness for conducting a wide range of military missions & operations while offering optimized operating costs & total cost of ownership.

Against this backdrop, the report analyzes the Overarching Strategic Focus & Priorities and provides comprehensive insights into the Key Strategies & Plans being conceptualized, formulated & implemented by the World's Top 6 Military Helicopter Manufacturers for the near to medium term horizon as the industry gears up for a complex, challenging & rapidly evolving global macroeconomic & geopolitical environment. The initial sections of the report provide a snapshot & overview on the business operations & market positioning of each industry OEM while the SWOT framework analyzes the core Strengths & Weaknesses for each of the helicopter manufacturers. The SWOT framework subsequently analyzes & identifies potential growth opportunities & avenues and imminent/emerging threats for each key industry OEM based on their strategic product portfolio & market positioning, core strengths & weaknesses and overall strategy focus & orientation. The concluding sections of the report provide insights into key & emerging market & technology trends, issues & challenges and risk factors. The report concludes by providing a Force Field framework analysis on the Global Military Helicopter Market and assessing the medium term Strategic Outlook for Military Helicopters along-with Inputs on Market Evolution & Growth Projections through 2025.

Report Excerpts:

- Asia-Pacific region to Spearhead & Drive Demand Growth for Military Helicopters over Medium Term
- Growing Complexity of Asymmetric Threats & Internal Security Challenges to Drive Demand for Helicopters

- Likely Uptick in Defense Spending globally over near to medium term amid Heightened Threat Perceptions & Resurgence of Conventional, State based Threats to bolster demand for Military Helicopters

- Growing preference for Multi-Role Helicopters instead of Mission Specific Platforms

- Increasing development of Common, Configurable Platforms across Military & Civil segments

- Emergence of Unmanned Rotorcraft Technologies & implications

- Analysis of Airbus Helicopter's Innovation Driven New Product Development Strategy

- Insights into AgustaWestland's Global Platform Modular Product Strategy & Continued Diversification of Global Industrial Footprint

- Bell's Focus on expansion of Technological Capabilities Driven by R&D Activities and Active Pursuit of International Export Opportunities for the V-22 Program

- Analysis of Russian Helicopter's 'Aftersale Service 2030 Strategy' and Plans to expand Global Market Share significantly through 2020

- Strong Growth projections for Services & MRO activity over medium term amid Increasing utilization & preference for hardware modernization & upgrade

Relevance & Usefulness: The report will be useful for:-

-- Strategic Planning, Assessment & Decision-Making Processes

-- Identification of & Insights into Potential Growth Opportunities & Avenues

-- Competitor Analysis & Comparative Analysis of covered Industry OEMs

-- Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans for all OEMs

-- Medium Term Strategic Outlook, Inputs on Market Evolution & Growth Projections through 2025

-- Analysis of Emerging Market, Sector-specific & Technology Trends

-- Contingency planning for current Strategies & Programs

-- Identifying & highlighting areas for making potential Strategic Changes, Adjustments & Realignment

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

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential for those having strategic interest in the Global Military Helicopter Market. The report will be especially useful for Key Decision-Makers, Program Managers, Military Procurement Managers, Defense Contracting Executives & Departments, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, MRO Services Providers, Helicopter Operators, Flight Simulator Manufacturers and other Key Players in the Industry Value Chain. The report will also be useful for existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists, Financing & Leasing Companies, Researchers and all those associated with the industry.

Features, Benefits & Reasons to Procure:-

--Provides Macro View and Big Picture Quickly

--Blend of Quantitative & Qualitative Analysis

--Significant Time Savings

--Visual Representation enables Easy Comprehension

--Meetings & Presentation Ready Format
Contents:

Section - 1

Business Structure & Snapshot

a) Founded
b) Headquartered
c) Business Segments
d) Employees
e) Product Portfolio - Major Platforms, Programs and Key Competitors
f) Market Capitalization
g) Key Executives
h) Shareholding Pattern & Structure

Section - 2

Financial Performance Snapshot –Charts & Analysis for each Company:

1. Revenue Base & Growth Trend
2. Revenues Split by Key Segments
3. Revenues Split by Key Geographic Markets & Regions
4. Gross Earnings & Margin Trend
5. Operating Earnings & Operating Margin Trend
6. Return on Sales Trend
7. Profitability Growth Trend
8. Cash Flow from Operations
9. R&D Expenditure Trend
10. CAPEX Trend
11. Order Intake & Helicopter Deliveries Trend
12. Order Backlog Position

Section – 3 - Strategic Positioning & SWOT Analysis – For Each OEM

- Sources of Strengths to be Leveraged
- Weaknesses to Overcome
- Opportunities for Growth
- Threats to be Mitigated

Section - 4

Strategic Focus & Priorities – For all 6 Military Helicopter Manufacturers

- Airbus Helicopters
- AgustaWestland N.V.
- Bell Helicopter
- Sikorsky Aircraft Corporation
- The Boeing Company - Defense, Space & Security
- Russian Helicopters

Section – 5

Key Strategies & Plans – For Each of the 6 Industry OEMs

Analysis Coverage:

--Product Portfolio Strategies & Plans
--Market Specific Strategies & Plans
--R&D Strategies & Plans
--Growth Strategies & Plans
--Business and Corporate Strategies & Plans
--Sales & Marketing Strategies & Plans
Section – 6

Strategic Business Outlook for 2016 – For each Helicopter Manufacturer

Section – 7

Global Military Helicopter Market - Force Field Analysis - Analysis of Driving & Restraining Forces and their Overall Dynamics as well as Impact

-Driving Forces
-Restraining Forces

Section – 8

Key Industry, Market & Technology Trends and their Potential Impact

Section – 9

Key Issues, Challenges & Risk Factors

Section – 10

Strategic Market Outlook – Military Helicopters - 2016-2025

-Analysis of Emerging Market Scenario
-GLOBAL Demand Outlook
-Demand Projections through 2025

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