

Comparative SWOT Analysis – Key Global  
Helicopter Makers – Eurocopter, AgustaWestland,  
Bell, Sikorsky

## Comparative SWOT Analysis – Key Global Helicopter Makers – Eurocopter, AgustaWestland, Bell, Sikorsky

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This comparative SWOT analysis report provides key insights into the strategic business aspects of these 4 leading Global Helicopter Manufacturers based on a comprehensive assessment of their strategies & outlook against the backdrop of an evolving industry landscape; juxtaposed between & impacted by the ramifications of defense spending cuts underway across the Western Hemisphere and growing demand for civil aviation & other niche segments across key Emerging markets.

The SWOT Analysis framework is used extensively for an assessment of the internal as well as external business environment as part of the strategic or corporate planning process at organizations across the globe. The framework generates a snapshot of the firm's strengths & weaknesses as part of internal environment assessment and opportunities & threats as part of the external environment assessment that aids strategic planning as well as decision-making.

This comparative SWOT analysis will be extremely useful for

- Incorporating Analysis into Strategic Planning & Decision-Making Process
- Comprehensive Strategic & Competitive Assessment based on a relative assessment of Strengths & Weaknesses
- Assessment & evaluation of degree of responsiveness to the external environment
- Identification of opportunities which could be capitalized upon by each company
- Identification of potential threats in the business environment specific to each selected market player
- Identifying & highlighting areas for making potential strategic changes, adjustments & realignment

This Comparative SWOT analysis report would be essential for those having strategic interest in the Global Helicopter 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.

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.

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