

# GIE Avions de Transport Régional: Company Strategy & Performance Analysis

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## Abstracts

GIE Avions de Transport Régional: Company Strategy & Performance Analysis

### SUMMARY

GIE Avions de Transport Regional (ATR) is a Franco-Italian aircraft manufacturer headquartered in Toulouse, France. ATR is a joint partnership between two major European aeronautics players, Airbus and Leonardo. It was formed in 1981. As of 2017, ATR sold more than 1,500 aircraft and had over 200 operators in more than 100 countries.

ATR manufactures two sizes of turboprop aircraft, the 70-seat ATR 72 and the 50-seat ATR 42. Both aircraft benefit from fuel, emissions and cost efficiencies provided by turboprop engines. As of December 2016, the company secured 15% of its total orders from North America. Asia Pacific accounted for 54% of its total deliveries in 2016.

MarketLine Premium's company strategy reports provide in-depth coverage of the performance and strategies of the world's leading Civil Aerospace companies. The report details company operations in key geographies and offers a comprehensive analysis of each firm's growth strategy and financial performance. The reports benchmark company performance via key indicators, including order, order backlog, operating expense, operating income, net income, and deliveries.

### KEY HIGHLIGHTS

Strong order backlog to drive company's growth

ATR's order backlog increased at a 3.1% CAGR from 221 in 2012 to 250 in 2016. However, it posted a decline in its order backlog over 2014-16. The number decreased from 280.0 in 2014 to 260.0 in 2015 and further declined to 250.0 in 2016. The decline in 2016 was attributed to the unfavorable market conditions. For instance, the growth has slowed down in Asia and even turned to recession in Brazil. The stronger US dollar has driven the demand for affordable old jets.

The number of orders received for ATR72 contributed to 62% of the company's total orders

The company has received a total of 1,920.0 orders so far for its various aircraft. As of December 2016, the number of orders for the ATR72 stood at 1,189.0, which accounted for 62% of the total orders. The company is looking to tap emerging economies such as India to drive its order backlog for the ATR72. For instance, in May 2017, IndiGo awarded a contract to ATR for ATR 72-600s as a part of its strategy to enter regional markets. The number of orders for the ATR42 was 463, which contributed to 24% of the company's total orders.

Increasing number of deliveries to improve market presence

ATR stood ninth in terms of revenue in 2016. It posted an y-o-y decline in revenues of -10.0% from US\$2,000.0 million in 2015 to US\$1,800.0 million in 2016. This was due to decline in deliveries. For instance, the deliveries declined from 88 in 2015 to 80 in 2016.

## **SCOPE**

Company Snapshot - Details key indicators and rankings of GIE Avions de Transport Regional in terms of revenue, net income, and operating income.

Company SWOT Analysis - Outlines GIE Avions de Transport Regional's strengths, weaknesses, and opportunities and threats facing the company.

Growth Strategies - Provides an overview of GIE Avions de Transport Regional's corporate goals and strategic initiatives and evaluates their outcomes.

Company Performance and Competitive Landscape - Analyses the company's performance by geographical segment and provides a peer comparison on parameters such as revenue and market share.

Key Developments - Showcases GIE Avions de Transport Regional's recent corporate events and initiatives.

ICT Spending Prediction - Details how the company allocates its ICT budget across the core areas of its business, specifically hardware, software, IT services, communications and consulting.

## **REASONS TO BUY**

How does GIE Avions de Transport Regional rank among its peers in terms of revenue and market share?

What are GIE Avions de Transport Regional's main growth strategies and how successful has the company been at implementing them?

How has the company performed since 2014?

How has GIE Avions de Transport Regional performed in comparison to its main competitors?

What are GIE Avions de Transport Regional's strengths and weaknesses and what opportunities and threats does it face?

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Company SWOT Analysis  
Growth Strategies  
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