

# Rolls-Royce Holdings plc - Company Strategy & Performance Analysis

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## Abstracts

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### SUMMARY

Rolls-Royce is an engineering company focused on the development of power and propulsion systems. It is a global provider of integrated power solutions for customers in aerospace, marine, energy and off-highway applications. The company operates in five segments, namely: civil aerospace, power systems, defence aerospace, marine and nuclear.

The aerospace segment accounts for the development, manufacture, marketing and sales of military aero engines and aftermarket services. It provides engines to major sectors, including transport, combat, patrol, trainers, helicopters, and unmanned aerial vehicles (UAV's). The defense aerospace segment has 16,000 engines in service, with 160 customers in over 100 countries.

MarketLine Premium's company strategy reports provide in-depth coverage of the performance and strategies of the world's leading defence and security companies. The reports detail company operations in key geographies as well as comprehensive analysis of each company's growth strategy and financial performance. Furthermore the reports allow benchmarking company performance through the provision of key performance indicators including: arms sales, order backlog, and contracts.

### KEY HIGHLIGHTS

Rolls-Royce's diversified business portfolio and wide geographic presence helps it to

maintain its revenue stream:

Rolls Royce has a diversified business portfolio. The company operates in four different defense sectors, namely aerospace, power systems, marine, and nuclear, with aerospace being further divided into civil and defense. Accounting for 51% of the total revenue in 2016, the civil aerospace sector is the company's main source of revenue, followed by power systems (19%). The company has customers in more than 120 countries. This diversified presence and fairly spread revenue base ensures that the company is not dependent on any particular market for the majority of its revenue, reducing its business risk in the highly volatile industry.

The company's investments in research and development improve the company's capabilities:

Rolls Royce is focusing on investments in research and development (R&D) to meet the growing demands from consumers. In 2016, the company spent over US\$1,238.3 million on R&D for the development of technology. The company also aims to meet the environmental performance targets for 2050 set by the Advisory Council for Aviation Research and Innovation in Europe (ACARE). Rolls Royce has partnerships with 31 UTCs (University Technology Centers) and seven AMRCs (Advanced Manufacturing Research Centers) that are focused on the development of new manufacturing processes and technologies.

Increased sales of TP400 and Adour engines led to overall revenue growth:

The defense segment's revenue increased marginally in 2016, compared to the previous year, in terms of local currency. OE revenue increase by 3.0% due to higher production volumes of its TP400 engines, and increased deliveries of its Adour engines. Service revenues remained stable, with higher revenue from its long-term Eurofighter Typhoon and C-130J service contracts, though it was partially offset due to decreased demand for spare parts. Deliveries of engines were marginally higher in 2016, driven by increased units for TP400 and Adour exports, which led to increased OE revenue.

## **SCOPE**

Company Snapshot - details key indicators and rankings of Rolls-Royce Holdings plc in terms of arms sales and market share in the company's key markets.

Company SWOT Analysis - outlines Rolls-Royce Holdings plc' Strengths and Weaknesses, and weigh Opportunities and Threats facing the company.

Growth Strategies - understand Rolls-Royce Holdings plc' corporate goals and strategic initiatives and evaluate their outcomes.

Company Performance and Competitive Landscape - analyse the company's performance by business segment compared to other players across key markets on metrics such as arms sales.

Key Developments - showcase Rolls-Royce Holdings plc' significant recent corporate events, changes, or product initiatives.

## **REASONS TO BUY**

How does Rolls-Royce Holdings plc among defense and security service providers in the Europe and globally?

What are Rolls-Royce Holdings plc' main growth strategies and how successful has the company been at implementing them?

How has the company performed since 2013 in terms of arms sales, and order backlog?

How has Rolls-Royce Holdings plc performed in comparison to competitors such as Almaz-Antey Concern, Safran SA and Harris Corp?

What is Rolls-Royce Holdings plc' strengths and weaknesses and what opportunities and threats does it face?

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