

Textron Inc.: Company Strategy & Performance Analysis

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Abstracts

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SUMMARY

Textron is a multi-industry conglomerate. Through associated entities, it operates in the aircraft, defense, industrial and finance sectors, providing customers with innovative products and services. Its main brands include Bell Helicopter, Jacobsen, Kautex, Lycoming, and E-Z-GO. The company has a geographical presence across the US, Canada, Mexico, and Australia. Textron is headquartered in Providence, Rhode Island, the US.

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 a set of key indicators, including order, order backlog, operating expense, operating income, net income, and MRO revenue.

KEY HIGHLIGHTS

Order backlog declined due to higher deliveries in 2016

The civil aerospace division reported a decline in its order backlog at a CAGR of 4.8%, from US\$3.0 billion in 2012 to US\$2.5 billion in 2016. The decrease was primarily caused by the delivery of aircraft to customers, representing the end of the production cycle.

Revenue for aviation division grew due to more deliveries

The aviation division's revenue rose by 2.1%, from US\$4.8 billion in 2015 to US\$4.9 billion in 2016. This was primarily due to the Beechcraft acquisition during the first quarter of 2016. Textron delivered 178 Citation jets and 106 King Air turboprops in 2016, compared to 166 Citation jets and 117 King Air turboprops in 2015. A proportion of the segment's revenues were derived from aftermarket sales, and services represented 31% of its total revenues in 2016, compared with 29% in 2015, largely as a result of the acquisition.

Bell helicopter's V-22 and commercial aircraft deliveries declined

Bell carries out the sales and service of helicopters, tiltrotor aircraft, and spares. The division's revenue decreased by -6.2%, from US\$3.5 billion in 2015 to US\$3.2 billion in 2016, partly due to fewer commercial aircraft deliveries in 2016. The company delivered 114 commercial aircraft in 2016, as compared to 175 aircraft in 2015. The decline was also due to US\$43 million decrease in V-22 program revenue, which intern was primarily due to lower V-22 aircraft deliveries. The company delivered 22 V-22 aircraft in 2016, compared with 24 V-22 aircraft in 2015.

SCOPE

Company Snapshot - Details key indicators and rankings of Textron Inc. in terms of revenue, net income, and operating income.

Company SWOT Analysis - Outlines Textron Inc.'s strengths, weaknesses, and opportunities and any threats facing the company.

Growth Strategies - Provides an overview of Textron Inc.'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 Textron Inc.'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 Textron inc. rank among its peers in terms of revenue and market share?

What are Textron inc.'s main growth strategies and how successful has the company been at implementing them?

How has the company performed since 2014?

How has Textron inc. performed in comparison to its main competitors?

What are Textron inc.'s strengths and weaknesses and what opportunities and threats does it face?

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