

Airbus SE - Decennial Strategy Dossier - The Decade from 2010 to 2019 - Strategy Focus, Evolution, Progression & the Path Ahead to the 2020s

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Abstracts

This Decennial Strategy Review, published at the turn of the decade, reviews the strategy evolution & progression for Airbus SE through one of the most profitable decades for the Global Commercial Aviation market with the market continuing with its unbroken super cycle driven by strong tailwinds emanating from a multitude of favorable, demand side factors led by robust growth in passenger air traffic, decent global macroeconomic growth and a favorable crude oil price environment prevailing through most of the decade which has bolstered airlines profitability as well as driven fleet expansion led by the LCC segment. Supply side factors, led by the development & introduction of new & re-engined aircrafts by the industry OEMs, incorporating new, high bypass turbofan engines have stimulated replacement demand with technological evolution by the industry, focused on performance, safety, comfort and optimized operating economics, further catalyzing fleet replacement activity across airlines groups globally.

This decennial review, thus, takes a macro view of the strategic developments and reviews the strategy pursuits & execution by the company over the 2010-2019 period and assesses its strategic significance as well as business impact & outcome for the company at the turn of the decade with a look at the the road ahead. The report, therefore, is going to be quintessential & a must have for those looking for a longitudinal view, perspective and analysis on the company from a strategy perspective.

Report Excerpt

The report analyzes and reviews the strategic path taken by Airbus SE through the decade ending in 2019, led by the game changer decision of extension of its narrow-

body product line-up through the creation of the A320 aircraft family, with the product line extension strategy underpinning it, which has resulted in the introduction of the A321neo, A321LR and the A321XLR programs respectively through the decade starting with the launch of the A320neo at the start of the decade and culminating in the launch of the A321XLR at the Paris Air Show in 2019. The strategy has given a definite heads up & overmatch to Airbus over Boeing in the Global narrow-body aircraft market with new programs significantly strengthening Airbus' position in the middle of the aircraft market leaving arch rival Boeing with limited & difficult options to choose from to play catch up. However, managing things in a very difficult & challenging commercial aviation market environment post the outbreak of COVID-19, with most key global economies projected to go into recession for 2020, will be critical for the company over near term.

Relevance & Usefulness

Provides a macro view and longitudinal analysis from a strategy perspective quickly

Comprehensive review of the strategic decisions by the company through the decade & the road ahead

Unique, niche, focused & rooted deeply in the Strategy Domain

Strategic Planning & Decision-Making process

Analysis of Strategy outlook for the company for the near to medium term horizon

Based on Microsoft PowerPoint platform being custom-built for Meetings & Presentations

For Whom:

The report is a niche, key and vital information resource on Airbus SE with its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company, and/or the Global Commercial Aviation market and will be especially useful for Key Decision-Makers, Program & Project Managers, Procurement Managers, Top Management of Industry Players & Other Companies,

Industry OEMs, Suppliers, Vendors, Airlines Groups, MRO Services Providers 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.

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