

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

<https://marketpublishers.com/r/AF0269C08A6AEN.html>

Date: April 2020

Pages: 50

Price: US\$ 575.00 (Single User License)

ID: AF0269C08A6AEN

## **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.

## Contents

### SECTION - 1

Business Structure & Snapshot - Current

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Product Portfolio - Major Product Platforms, Programs and Key Competitors
- f) Market Capitalization/Ownership Structure
- g) Key Executives
- h) Shareholding/Ownership Pattern & Structure

### SECTION – 2

Financial Performance Analysis – Charts & Analysis: Evolution from 2010 through 2019

- 1. Revenue Base & Growth Trend
- 2. Revenues Split by Key Segments
- 3. Revenues Split by Key Geographic Markets & Regions
- 4. Gross Earnings & Margin Trend
- 5. Operating Earnings & Operating Margin Trend
- 6. Return on Sales Trend
- 7. Profitability Growth Trend
- 8. Cash Flow from Operations
- 9. R&D Expenditure Trend
- 10. CAPEX Trend
- 11. Order Intake & Aircraft Deliveries Trend
- 12. Order Backlog Position

### SECTION – 3

Strategy Focus, Evolution & Progression through the Decade – Core and Key Areas focused upon by the Company over the 2010-2019 Period

### SECTION - 4

Key Strategies, Initiatives & Developments - 2010-2019

Product Portfolio Strategies & Developments

- Service Level Strategies & Developments
- Technological and R&D Strategies & Developments
- Market Specific Strategies & Developments - Traditional & Emerging Markets
- Corporate Strategies & Developments
- Sales, Marketing & Branding Strategies and Developments
- Manufacturing/Production Strategies & Developments
- Business Growth Strategies & Developments - Organic & Inorganic
- Financial Strategies & Developments
- Acquisitions, Strategic Alliances & JVs – Developments through 2010-2020
- Other Strategies, Strategic Initiatives & Developments

## **SECTION – 5**

Global Commercial Aircraft Market - Force Field Analysis - Analysis of Driving & Restraining Forces and their Overall Dynamics

- Driving Forces

- Restraining Forces

## **SECTION – 6**

Key Trends

- Industry Trends

- Market Trends

- Technology Trends

## **SECTION – 7**

Key Issues, Challenges & Risk Factors

## **SECTION – 8 – BUSINESS OUTLOOK FOR AIRBUS – 2020 AND NEAR TERM**

## **SECTION – 9 – THE PATH AHEAD**

Strategic Market Outlook through 2038

- Analysis of Emerging Market Scenario for Commercial Aviation Sector

- Global Demand Outlook – Commercial Aircrafts – 2019-2038

- Demand Growth Projections for Commercial Jets through 2038 –

- Narrowbody

- Widebody

Regional Jets  
Demand Growth Forecasts for Geographic Regions

## I would like to order

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

Product link: <https://marketpublishers.com/r/AF0269C08A6AEN.html>

Price: US\$ 575.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AF0269C08A6AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

