

Annual Strategy Dossier - 2013 - World's 5 Leading Business Jet Manufacturers - Key Strategies, Plans, SWOT, Trends & Strategic Outlook - Bombardier, Gulfstream, Dassault, Cessna and Embraer

<https://marketpublishers.com/r/A25C2A0AC3BEN.html>

Date: April 2013

Pages: 83

Price: US\$ 995.00 (Single User License)

ID: A25C2A0AC3BEN

Abstracts

The global business jet industry has been treading cautiously on the recovery path over the recent years since the global economic meltdown of 2008 and registered a 3.4% decline in aircraft deliveries to 672 units as well as a moderate drop in industry billing to \$18.9 billion for 2012, amid the difficult & uncertain economic conditions prevailing across traditional markets with the ongoing recovery attributable primarily to & spearheaded by new product introductions by all key global OEMs of-late incorporating cutting-edge technologies delivering enhanced performance features as well as optimized aircraft operating economics aimed at overcoming demand inertia for new aircraft sales emanating from the macro-environmental uncertainty across traditional markets.

The report analyzes, looks into & provides strategic insights into the key strategies & plans crafted & being pursued by the 5 leading global business jet manufacturers, namely, Gulfstream Aerospace Corporation, Dassault Aviation, Bombardier Inc., Embraer S.A. & Cessna Aircraft Company (with the long anticipated exit of Hawker Beechcraft Corporation from the jets segment) to navigate through the present environmental uncertainty & difficult economic conditions as the U.S. economy continues to tread fastidiously on its recovery path; the Euro-zone debt crisis refuses to abate & the efforts underway across most emerging markets to stoke up economic growth momentum with a slight shift in overarching focus from merely combating inflation to adoption of a more balanced approach. The OEMs, in the meanwhile, are working significantly towards building capacity for a potential demand spurt anticipated during the later part of the present decade, developing new platforms & technologies,

strengthening and extending global sales, service & support infrastructure with a strong focus on the Asia-Pacific region and looking optimistically at the opening of Chinese low altitude air space as the potential window of opportunity to drive growth over near to medium term, especially, with the industry projected to register strong growth during the second half of the current decade led by significant demand for new aircrafts likely to emanate from the Asia-Pacific region.

Relevance & Usefulness:

Thus, amid the continuing uncertainty & difficult global macro-economic conditions; the report will be useful for:

Strategic Planning, Competitive Analysis & Benchmarking Exercise

Comprehensive Strategic & Competitive Assessment & Analysis for each key OEM

Relative Assessment of Strengths & Weaknesses of each player

Assessment & Evaluation of degree of responsiveness to the external environment

Identification of Potential Opportunities & Threats for each company

Strategic Insights into key Business Strategies & Plans being pursued by each key OEM

Gaining a Strategic Perspective on the Business & Strategic Outlook for all key players for 2013

Gaining access to Key Industry as well as Market Trends, Insights & Growth Opportunities

Analysis of Forces Driving as well as restraining the Industry & their overall Dynamics

Identifying & highlighting areas for Potential Strategic Changes, Adjustments & Realignment

For Whom:

The report would be essential for those having strategic interest in the Global Business Aviation industry or any of these companies & will be especially useful for Key Decision-Makers, Top Management of Companies, OEMs, Suppliers, Distributors, Vendors and other Key Players in the Industry Value Chain as well as existing & potential Investors, industry & company analysts & those associated with the industry or any of these companies.

Highlight:

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations, being built on the Microsoft PowerPoint platform; in addition, to being a ready self-reckoner as well as a quick reference guide driving, enabling & ensuring prompt and informed decision making.

Contents

SECTION - 1

Business Structure & Snapshot – For each of the 5 Leading Business Jet Manufacturers

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Revenues
- f) Market Capitalization
- g) Key Executives
- h) Shareholding Pattern & Structure

SECTION - 2

Financial Performance Snapshot – 2012 Vs. 2011 & Q4 2012 Vs. Q4 2011- Charts For each Company:

- Sales Revenues
- Gross Earnings & Margin
- Operating Earnings & Margin
- Profitability Growth
- Profit Margins
- Cash from Operations

SECTION – 3

SWOT Analysis – For Each Company

- Sources of Strengths to be Leveraged
- Areas of Improvements to Ameliorate & Offset
- Opportunities to Capitalize Upon
- Threats to be Mitigated, Negated & Overcome

SECTION - 4

Key Strategies & Plans - For each of the 5 key Business Jet Makers

- 1. Product Portfolio Strategies & Plans
- 2. Market Specific Strategies & Plans - Traditional & Emerging Markets
- 3. R&D Strategies & Plans

4. Growth Strategies & Plans
5. Business and Corporate Strategies & Plans
6. Sales & Marketing Strategies & Plans
7. Production/Manufacturing Strategies & Plans

SECTION – 5

Global Business Aviation Industry - Force Field Analysis

Driving Forces

Restraining Forces

SECTION – 6

Key Industry Trends

Key Issues & Challenges

Risk Factors

Industry Outlook for 2013

I would like to order

Product name: Annual Strategy Dossier - 2013 - World's 5 Leading Business Jet Manufacturers - Key Strategies, Plans, SWOT, Trends & Strategic Outlook - Bombardier, Gulfstream, Dassault, Cessna and Embraer

Product link: <https://marketpublishers.com/r/A25C2A0AC3BEN.html>

Price: US\$ 995.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A25C2A0AC3BEN.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