

Annual Strategy Guide - 2016 - World's Top 5 Business Jet Manufacturers - Gulfstream, Bombardier, Dassault, Embraer, Textron Aviation - Strategic Focus & Priorities, Key Strategies & Plans, SWOT Analysis, Key Trends, Market Outlook

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Abstracts

The Global Business Jet market continues to make slow demand recovery spearheaded by continued economic recovery underway in the U.S., the introduction & certification of new business jet programs, especially, in the super midsize segment by industry OEMs and continued, strong demand preference for heavy jets. The latest aircraft programs; incorporating cutting edge technologies & innovations transpiring into enhanced performance, safety & optimized operating economics; have given a fillip to overall market demand through the first three quarters in 2015 while a sustained low oil price environment boosts fleet utilization & profitability across operators driving aftermarket sales & services revenues for the industry OEMs. The global market for business jets was worth \$21.5 billion in 2014 with aircraft delivery numbers in 2014 registering a 6.5% year on year growth. The delivery numbers for the first three quarters of 2015 have been decent with a 4.3% year on year growth in business jet deliveries spurred by new jet certifications.

The demand projections for 2016, however, are looking tough with a weaker global macroeconomic outlook and complex as well as challenging global geo-political environment. Additionally, continued economic contraction in Brazil for the consecutive three quarters in 2015 & slowdown in China are adding further to the woes. However, services, especially, systems upgrade, MRO & aircraft customization are likely to drive slight to moderate growth over near term. The market demand for business jets is likely to improve slightly in 2017 and significantly from 2018 onwards.

However, long term demand drivers & market fundamentals for business jets remain robust & firmly in place indicating towards sustained, steady demand growth for business jets over medium to long term. Additionally, the market dynamics for business jets are likely to witness major transformation with the era of supersonic business jets likely to become a reality towards the early 2020s with a number of industry OEMs, led by Gulfstream & Aerion, actively pursuing R&D towards development of a range of supersonic flight technologies capable of enabling feasible supersonic flights while meeting regulatory requirements simultaneously.

Against this backdrop, the report analyzes the Overarching Strategic Focus & Priorities and provides comprehensive insights into the Key Strategies & Plans being conceptualized, formulated & implemented by the World's Top 5 Business Jet Manufacturers for the near to medium term horizon as the industry gears up for a complex, challenging & rapidly evolving global macroeconomic & geopolitical environment. The initial sections of the report provide a snapshot & overview on the business operations & market positioning of each industry OEM while the SWOT framework analyzes the core Strengths & Weaknesses for each of the business jet manufacturers. The SWOT framework subsequently analyzes & identifies potential growth opportunities & avenues and imminent/emerging threats for each key industry OEM based on their strategic product portfolio & market positioning, core strengths & weaknesses and overall strategy focus & orientation. The concluding sections of the report provide insights into key & emerging market & technology trends, issues & challenges and risk factors. The report concludes by providing a Force Field framework analysis on the Global Business Aviation Market and assessing the medium term Strategic Outlook for Business Jets along-with Inputs on Market Evolution & Growth Projections through 2024.

Report Excerpts:

Global Business Jet fleet to grow at mid single-digit growth rate through 2025

Heavy Jet Segment to lead demand growth over next decade

Introduction of new aircraft programs by OEMs, accelerated aircraft retirements & technologies development to be key demand growth drivers for new business jets over medium term

North America to lead aircraft deliveries over next decade followed by Europe amongst traditional markets while China & Latin America to lead demand growth

amongst emerging markets

Analysis of Bombardier's strategy of deepening local roots across emerging markets & scaling up of services portfolio while it revives its regional aircraft business

Analysis of Gulfstream's strategy of steady product portfolio broadening, expansion of geographic footprint & rapid expansion of technological capabilities

Likely emergence of supersonic business jets by early next decade to transform market dynamics & landscape significantly

Relevance & Usefulness: The report will be useful for:

Strategic Planning, Assessment & Decision-Making Processes

Identification of & Insights into Potential Growth Opportunities & Avenues

Competitor Analysis & Comparative Analysis of covered Industry OEMs

Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans for all OEMs

Medium Term Strategic Outlook, Inputs on Market Evolution & Growth Projections through 2024

Analysis of Emerging Market, Sector-specific & Technology Trends

Contingency planning for current Strategies & Programs

Identifying & highlighting areas for making potential Strategic Changes, Adjustments & Realignment

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

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential for those having strategic interest in the Global Business Aircraft Market. The report will be especially useful for Key Decision-Makers, Program Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, MRO Services Providers, Business Jet Operators, Flight Simulator Manufacturers 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.

Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation enables Easy Comprehension

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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