

# ATR Aircraft - Strategy Brief - Q1 2014 - Strategic Initiatives, Developments, SWOT, Trends & Outlook

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## Abstracts

### 1. Overview & Rationale:

The report provides comprehensive analysis as well as holistic assessment of the Strategic Initiatives, Strategic Measures, Business & Strategic Developments and Strategic Activities as well as Moves for ATR Aircraft for Q1 2014 and provides an analysis of how they integrate with & fit into the medium term strategic picture & overall business strategy against the backdrop of an evolving industry landscape with significant growth being registered for new regional aircrafts driven primarily by significant growth in air traffic.

**2. Industry Backdrop:** Demand for Regional Aircrafts is being driven by Significant Growth in Air Traffic across Traditional & Emerging Markets and Technological Innovations by Industry OEMs offering Enhanced Operating Economics.

The regional aviation sector is witnessing significant demand & growth for new regional jets which is being driven primarily by significant growth in air traffic fuelling demand for larger aircraft, introduction of new aircraft programs by industry OEMs, namely, Bombardier & Embraer featuring next generation aircraft engines offering optimized operating economics emanating from enhanced fuel efficiency besides the introduction of new, cleansheet aircraft designs by latest industry entrants.

Additionally, the global industry landscape for regional jets is poised for a major transformation from being a traditional duopoly to oligopoly with the advent of new players, especially, Sukhoi & Mitsubishi, possessing strong industrial capabilities, in addition, to other advantages emanating from their clean-sheet aircraft designs, competitive pricing & significant know-how of as well as presence across emerging

markets while simultaneously facing delays on account of development issues. Further, the propeller aircraft segment has been one of the fastest growing segment of the aviation industry having seen a resurgence driven by the demand for aircrafts with enhanced fuel efficiency with volatility & uncertainty in global oil prices.

Key challenges for the industry, on the other hand, include a need to enhance overall fuel efficiency through technological developments to counter rising oil price trend and to reduce overall CO2 emissions. Multi-engine turboprops remained as one of the fastest growing segments in the general aviation industry in 2013.

Overall, projections by Bombardier indicate towards a cumulative demand for 12,800 new regional jets through 2032 worth \$646 billion spearheaded by the 100-149 seats segment that is projected to require 6,900 new aircraft deliveries worth \$460 billion.

### **3. Scope of Analysis:** Strategic Initiatives, Developments, Plans, SWOT, Key Industry Trends & Force Field Analysis

The report provides Key Insights into the Key Strategic Initiatives, Developments & Plans being pursued by the Regional Aviation segment of Embraer SA. The report also includes an incisive SWOT framework analysis on the company; which is used extensively for an assessment of the internal as well as external business environment of an organization as part of the strategic planning process. The framework generates a snapshot of the company's inherent strengths & weaknesses as part of the internal environment assessment and outlines potential growth opportunities as well as threats as part of the external environment assessment.

The report concludes by providing comprehensive insights into the key industry trends, issues, challenges, risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis followed by industry outlook for 2014.

### **4. Relevance & Usefulness:** Strategic Business Analysis, Planning & Decision-Making Process

The report provides insights & inputs to be incorporated into the broader strategic planning & decision making processes and will be essential from a competitive analysis standpoint as well.

### **The report will be useful for:**

Competitive Assessment as well as Comprehensive Strategic Business Analysis

Assessment of degree of environmental responsiveness as well as strategic orientation

Gaining access to Key Inputs for Strategic Planning & Decision-Making Process

Identification of opportunities which could be capitalized upon

Identification of potential threats in the business environment

Analysis of and Insights into key Strategies & Plans being pursued by the company

Identifying & highlighting areas for Strategic Changes, Adjustments & Realignment

Gaining a Strategic Perspective on the Business & Strategic Outlook for 2014

Access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2014

## **5. For Whom:** Key Decision-Makers across Industry Value Chain

The report would be essential for those having strategic interest in Embraer SA and the Global Aviation Industry & 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 the Company.

## **6. Report Highlights:** Visual Representation/Orientation with a Slide based Architecture

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations emanating from visual representation & orientation with a slide based architecture, 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.

## **7. Key Takeaways:** Enhances Scope of Utilization/Application with Visual Representation & Saves Time

This PowerPoint architecture based report provides high readability & ease of navigation and saves significant amount of time by saving the end-user the effort of sifting through voluminous pages of text besides enhancing the scope of retention, immediate utilization & application of analysis with visual representation and incorporation of relevant images to support & supplement the analysis.

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