

# **Cessna Aircraft Company - Strategy Dossier - 2014 - Key Strategies, Plans, SWOT, Trends & Strategic Outlook**

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## **Abstracts**

### **1. Overview & Rationale:**

The report provides comprehensive insights into the Strategic Positioning, Strategic Priorities, Strategic Responsiveness and Key Strategies & Plans for Cessna Aircraft Company based on a holistic assessment as well as comprehensive analysis of Business Activities, Strategic Initiatives, Strategic Measures, Business & Strategic Developments and Strategic Moves against the backdrop of an evolving industry landscape witnessing the beginning of a shift & decentralization of demand & activity concentration for business jets segment away from North America and growing demand from the Emerging Markets amid a difficult & uncertain global macroeconomic environment marked by slow pace of ongoing recovery in Western Europe from the debt crisis and a multitude of economic challenges in the United States.

### **2. Backdrop: Global Business Aviation Industry Continues to Make Steady Strides on Recovery Path:**

The Global General Aviation Industry registered an encouraging 6.8% growth in shipments and a 24.5% growth in airplane billings which reached \$15.4 billion for the 3 quarters of 2013. The Business Jet shipments contracted by 2% for Q1-Q3 2013; standing at 421 units. In terms of OEMs, Bombardier led the industry pack in terms of deliveries while Gulfstream ousted Bombardier from the top spot, in terms, of aircraft billings for YTD. In the business aviation industry, activity levels have remained decent driving growth for the MRO activity.

Overall, the global business jet industry has been treading cautiously on recovery path

over the recent years since the global economic meltdown of 2008 amid 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 & specifications 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.

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

Strategy Excerpt: The report provides Key Insights into Strategies & Plans being pursued by Cessna Aircraft Company spearheaded by:

1. A Growing Focus on Broadening of Product Portfolio with the Initiation of a Number of New, upcoming Aircraft Programs.
2. Plans for Diversification of Industrial Footprint beyond North America.
3. Strengthening of Market Presence in the Asia-Pacific Region. (More Strategies & Plans available in the report)

This report on Cessna Aircraft Company also includes an insightful 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 Cessna Aircraft Company and the Global Business 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 with visual representation & orientation based on a slide 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, utilization & application of analysis with visual representation and incorporation of relevant images to support & supplement the analysis.

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