

# Cessna Aircraft Company - Strategic Snapshot & SWOT Analysis - Q4 2011

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Date: October 2011

Pages: 15

Price: US\$ 150.00 (Single User License)

ID: C91AB3ACF98EN

## Abstracts

SWOT Analysis is a framework used extensively for an assessment of the internal as well as external business environment as part of the strategic or corporate planning process. The framework generates a snapshot of the company's strengths & weaknesses as part of the internal environment assessment and explores opportunities & threats as part of the external environment assessment that provides analysis for & aids the strategic decision making process.

**This SWOT analysis of Cessna Aircraft Company will be useful for:**

Strategic Planning & Decision-Making Process

Comprehensive Strategic Assessment based on a relative assessment of strengths & weaknesses

Assessment & evaluation of degree of responsiveness to the external environment

Identification of opportunities which could be capitalized upon

Identification of potential threats in the business environment

Identifying & highlighting areas for making potential strategic changes, adjustments & realignment

The analysis will be essential for those having strategic interest in the company or the industry & will be especially useful for key decision makers, top management of companies, suppliers, vendors, current & potential investors, industry & company analysts & those associated with the industry or the company.

The report is comprehensive yet concise & compact at the same time, built on the Microsoft PowerPoint platform; thus enabling & ensuring prompt and informed decision making.

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### **BUSINESS SNAPSHOT**

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

### **FINANCIAL SNAPSHOT – H201VS. H2010 & 2010 VS. 2009 (Q3 2011 FINANCIAL DATA TO BE INCORPORATED IN THE REPORT ONCE RELEASED)**

- Sales Revenues
- Gross Earnings
- Net Earnings
- Cash from Operations

### **BUSINESS SEGMENTS – SNAPSHOT - H201VS. H2010 & 2010 VS. 2009**

- Year on Year Growth Rate
- Contribution to Revenues
- Profitability

### **SWOT ANALYSIS**

- Sources of Strengths
- Areas of Improvements
- Opportunities to Capitalize on
- Threats to Counter or Overcome

### **KEY INDUSTRY TRENDS, ISSUES & CHALLENGES, RISK FACTORS & OUTLOOK**

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