

Comparative SWOT Framework Analysis - 2015 - World's 5 Leading Business Jet Manufacturers - Gulfstream, Bombardier, Dassault, Textron Aviation, Embraer

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Abstracts

Continued, Steady Demand Recovery spearheaded by U.S. Economic Growth & Introduction of new Aircraft Programs by OEMs:

The report provides a Comprehensive & Insightful Comparative SWOT Framework Analysis on the world's 5 leading business jet manufacturers amid evolving industry dynamics with the global business jet market recovering steadily from the inertia that followed the economic crisis driven by continued economic recovery underway in the U.S. and introduction of a number of new aircraft programs by OEMs featuring cutting edge technologies & innovations. The industry's recovery continued for the first three quarters of 2014 with business jet delivery numbers registering a 9.3% growth as against Q1-Q3 2013 with over 460 aircraft deliveries made for Q1-Q3 2014, led by Bombardier in volume terms while Gulfstream clinched the top spot in terms of aircraft billings. Further, estimates indicate towards a steady 7%-8% growth in business jet deliveries likely for 2014 led by the heavy jets segment with a high single digit growth in billings likely with a favorable sales mix skewed towards large cabin jets. Strong & continued demand trend for long & ultra-long range business jets, well augmented by the introduction of new aircraft programs by all key industry OEMs offering extended range besides enhanced comfort, state of art avionics & optimized operating economics, has been a key demand driver for new jets. However, stalled recovery in the EU, slowing down of the world economy besides sluggishness in Brazilian economy and infrastructure issues, pursuit of structural reforms & political crackdown on conspicuous spending in China pose significant threats over near term. Still, a limited year on year growth in aircraft deliveries is projected for 2015 with new product introductions by

OEMs, growing fleet utilization, declining used aircraft inventory, sharp decline in crude oil prices and continued economic growth in the U.S.

Further, the bifurcation of business jet market into heavy & light jet segments, since the global economic crisis, has made the landscape variable & extremely favorable for the Top 3 industry OEMs; namely, Gulfstream, Bombardier & Dassault; which are positioned favorably and together command over 60% market share with a strong & well-developed heavy jets portfolio which they have been working to further expand. Light jets stalwarts; Cessna & Embraer, have been focusing on stimulating demand across traditional markets through introduction of new aircraft programs & establishing local industrial presence in China to capitalize on projected, long-term demand growth and to partially offset limited demand for light jets across traditional markets which has been improving of-late with ongoing economic recovery in North America, which accounts for more than 50% of new jet deliveries.

Strong Long-Term Fundamentals, Demand Drivers & Favorable Macroeconomic Trends:

The industry fundamentals, however, remain robust with presence of strong, sustainable & long term demand drivers & favorable macro trends. The global business aviation market is projected to grow at a steady 3%-4% CAGR over the next decade with over 9,450 new jets likely to be delivered through 2024 which is likely to be led by the large cabin aircraft segment witnessing significant, continued demand growth. Additionally, the next generation of business jets is round the corner with supersonic business flights likely to become a viable reality by the end of the decade which is likely to alter the market dynamics radically. Gulfstream, like the G650, has been at the forefront with its radical innovation based strategy focus and has been working actively on pioneering the supersonic flight capability along with a couple of other, lesser known business jet manufacturers.

Further, the potential opening & expansion of Chinese low-altitude airspace by the Chinese civil aviation authorities & the pursuit of civil aviation reforms are likely to give a significant fillip to the civil aviation sector in China with the country projected to catapult itself to become the world's third largest market for business jets over the next decade with continued economic growth, opening of Chinese low altitude airspace & pursuit of civil aviation reforms. Consequently, most global OEMs are in the process of establishing & strengthening existing presence as well as support infrastructure in China to capitalize effectively on the anticipated growth wave.

Comparative SWOT Analysis Framework:

Against this backdrop, the report provides a comprehensive Comparative SWOT framework analysis on each of the world's 5 leading business jet manufacturers. The framework analyzes the Strengths & Weaknesses of business jet manufacturers from a standalone as well as relative perspective based on a comprehensive analysis of Key, Strategic Business Aspects, which include:

Product Portfolio Analysis & its Strategic Positioning across Markets & Segments

Breadth & Depth of Presence across Markets & Regions

Analysis of overall Cost Base & Structure

Resource Base & Key Competencies

Profitability & Key Profit Sources

Capital & Ownership Structure

Key Competitor Analysis across Product Segments & Degree of Competitive Intensity

Competitive Market Positioning across Key Global Markets & Market Share

Overall Strategy Orientation & Focus, R&D Strategy, Capabilities & Key Programs being pursued

The framework subsequently analyzes & identifies potentially significant, niche growth opportunities & avenues and imminent as well as emerging threats for each key industry OEM based on their strategic product portfolio & market positioning, core strengths & weaknesses and overall strategy focus & orientation against the backdrop of emerging industry dynamics & trends. The report analyzes the overall strategic fit & the degree of strategic responsiveness of OEMs to external environmental factors, which include, prevailing industry dynamics & emerging as well as latent industry trends, issues, challenges & potential risk factors to assess their ability to be able to derive further business growth by capitalizing on potential growth opportunities effectively while

negating threats simultaneously over near to medium term.

Relevance & Usefulness: The report will be useful for

Key Inputs for Competitive Assessment, Analysis and Strategic Planning

Comparative Analysis of Core Strengths & Weaknesses for each of the 5 Key Industry Players

Identification & Analysis of Potential Growth Opportunities, Avenues & Threats

Analysis of Key, Emerging & Latent Industry Trends, Issues, Challenges & Potential Risk Factors

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

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

Strategic Perspective on the Industry's Medium Term Strategic Outlook

For Whom: Key Decision-Makers across Industry Value Chain

This Comparative SWOT Analysis report will be essential for those associated with and having strategic interest in the Global Business Aviation industry and any of these companies. The report 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, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists & all those associated with the Aerospace & Defense 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.

Key Takeaways: Enhanced Scope of Utilization & Application

This PowerPoint architecture based report provides high readability & ease of navigation besides enhancing the scope of retention, utilization & application of analysis with visual representation and incorporation of relevant images to support, supplement & enrich the analysis.

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