

Comparative SWOT & Strategy Focus - 2018-2023 - Global Top 4 Commercial Aircraft Turbofan Engine Manufacturers - GE Aviation, Pratt & Whitney, Rolls Royce, Safran - Strategy Focus & Priorities, Key Strategies & Plans, Comparative SWOT, Trends & Growth Opportunities, Market Outlook

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Abstracts

The Global Commercial Aviation market continues to be in the super cruise mode with the longest, uninterrupted aviation super cycle being propelled by strong tailwinds with strong demand drivers and favorable macroeconomic factors driving order intake across the industry value chain. The burgeoning order backlog across the OEMs and the supplier base is likely to drive consistent revenues growth over the next decade as they gear up for disciplined operational execution. The OEMs have been focused strongly on ramping up aircraft production rates to meet delivery schedules with aircraft deliveries by the industry in 2018 likely to reach a record high with production output on key aircraft programs going up. Airlines profitability continues to be on the upward growth trajectory with 2018 likely to be another boom year for the airlines with the profitability projected to register double digit growth rate to reach \$38.4 billion in 2018, despite the spike in crude oil prices & pressures from escalating labor costs, which overall augurs well for the engine manufacturers from the MRO revenues standpoint.

Next generation aviation turbofan engines, featuring high bypass ratio and extensive usage of technological innovations, from the competing engine powerhouses have just entered service or are anticipated to make their debut over near term and are likely to form a major chunk of new deliveries over medium term given the composition of order backlog across aircraft OEMs. The engine manufacturers are gearing up for a planned, major production ramp up over near term to meet delivery timelines. CFM is

transitioning from production of previous generation CFM56 engines to the latest LEAP engine program while GE is laser focused on testing of its 9x engine program. Rolls Royce is facing significant pressures on profitability with efforts underway on development of next generation engine programs while tackling in-service issues on the Trent 1000 & 900 engine programs. Pratt & Whitney's woes with the GTF engine family continue with ongoing issues with the in-service fleet. However, most of the engine manufacturers are currently facing issues with durability of in-service engines with parts wearing out faster than expected leading to disruptions across carriers and additional, unexpected maintenance costs for the engine OEMs.

2018 is going to be an important year for the industry with three new aircraft programs scheduled to enter service, led by, Boeing's 737 MAX 9, Airbus A321 LR and Embraer's E190-E2, thereby, providing CFM with opportunities to further up the ante on Pratt & Whitney in the narrow body aircraft segment with its LEAP engines family which has really made a head start. Additionally, Boeing's proposed New Mid-market Airplane (NMA); which is going to be Boeing's first scratch-up commercial aircraft program since 787 in 2003; will be the key growth pie being looked at avidly by all engine manufacturers over near term with a sole source strategy likely to be pursued by Boeing.

The technology landscape across industry is evolving radically with hybrid-electric propulsion technologies for commercial aircrafts, aimed at reducing CO2 emission levels drastically while scaling down operating costs substantially, likely to become a functional reality by the middle of next decade. Additionally, resurgence of supersonic air travel & the emergence of revolutionary urban mobility concept, led by Uber elevate, are likely to bring the next wave of disruptive technologies and the technology led complete disruption to the market by the middle of next decade. The industry OEMs & players; which are able to adopt & incorporate right technologies for right applications to deliver overall value to customers, end users & stakeholders while creating significant competitive advantages for themselves by leveraging this technology led differentiation; will be at the forefront of this one of the most disruptive phases for the industry going forward which is likely to be marked by the introduction of a number of technology enabled entirely new business models and concepts.

Against this backdrop, the report provides a comprehensive Comparative SWOT framework analysis on the Global Top 4 Commercial Aircraft Engine manufacturers besides analyzing the overall, Near to Medium Term Strategy Focus across these Engine OEMs. The framework analyzes the Engine OEMs from a standalone as well as relative perspective based on a comprehensive analysis of their Key Business Aspects,

which include:

Product Portfolio Analysis & its Strategic Positioning

Breadth & Depth of Presence across Key Markets, Segments & Programs

Analysis of overall Cost Base, Structure & its Management

Analysis of Revenue streams, Resource Base & Key Competencies

Profitability, Key Profit Sources, Growth & Trend Analysis

Capital & Ownership Structure and Financial Strength

Key Competitor Analysis across Market Segments & Degree of Competitive Intensity

Competitive Market Positioning across Key Global Markets, Segments & Market Share

Overall Strategy Orientation & Focus, R&D Strategy, Technological Strength & Capabilities

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential & a key resource for those associated with and having strategic interest in the Global Commercial Aircraft Market. The report will be especially useful for:-

Key Decision-Makers

Program Managers

Top Management of Industry Players & Other Companies

Industry OEMs

Airlines & Aircraft Fleet Operators

Suppliers, Vendors, Technology & MRO Services Providers and other Key Players in the Industry Value Chain

Existing & potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

PE Firms, Venture Capitalists and Financing & Leasing Companies

Researchers and all those associated with the industry in general

Features, Benefits & Reasons to Procure:-

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis for Strategic Planning Process

Significant Time Savings with Ready, Comprehensive Analysis

Quality & Reliability backed by Over a Decade of Research and Coverage of the Industry

Most detailed & comprehensive resource available on Strategy and Analysis with detailed, Strategic Analysis on Engine OEMs

Gain a Competitive Edge with Our Cutting Edge Analysis

Visual Representation enabling Easy Comprehension

Meetings & Presentation Ready Format for Quick Application

Superior & Enriched User Experience with Incorporation of Relevant Images, Graphs & Infographics

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Pratt & Whitney Inc.

GE Aviation

Rolls Royce Holdings plc

Safran SA (CFM International)

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Pratt & Whitney Inc.

GE Aviation

Rolls Royce Holdings plc

Safran SA (CFM International)

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