

Comparative SWOT & Strategy Focus - 2018-2023 - Global Top 5 Commercial Aircraft OEMs - Boeing, Airbus, Bombardier, Embraer, ATR - 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, led by the classic OEMs duopoly, being propelled by strong tailwinds with strong demand drivers and favorable macroeconomic factors driving order intake across the industry value chain. Boeing & Airbus lit up the Farnborough Airshow 2018 with combined order intake for around 960 aircrafts worth \$160 billion at list prices, with Boeing's order intake packing a real punch underscored by its tally of orders for freighters, indicating towards resurgence in demand for freighters and that the aviation super cycle is still in full momentum.

The burgeoning order backlog across OEMs; worth over \$1 trillion, is likely to drive consistent revenues growth across the industry value chain over the next decade as it gears up for disciplined operational execution. The OEMs are focused strongly on ramping up aircraft production rates through the next decade 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.

The geopolitical environment has become uncertain with resurgence of classic commercial aviation specific issues, most noticeably, trade protectionism & state subsidies, slowing down of global economy with increasing macroeconomic uncertainty

amid a brewing up global trade war and downward spiraling yield trend across airlines operators with escalating oil prices likely to put further pressure on profitability across leading global carriers. The long term demand drivers & fundamentals for commercial aviation, however, remain firmly in place with a strong passenger & cargo traffic growth trend of over 4% CAGR projected over the next 2 decades. The strategic focus across industry OEMs & the industry value chain is laser sharp on ramping up production to deliver on the huge accumulated order backlog, estimated to be worth over next 10 years of production. 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. 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 the industry value chain amid growing .

The industry landscape is witnessing tectonic shifts with negotiations for a Boeing-Embraer strategic partnership agreement underway following Airbus gaining full control of the Bombardier's C-Series program earlier. The technology landscape across industry, too, has been 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 analyzes & provides a comprehensive Comparative SWOT framework analysis on the Global Top 5 Commercial Aircraft OEMs besides analyzing their overall, Near to Medium Term Strategy Focus and providing detailed analysis of their key strategies & plans. The framework analyzes the 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 Commercial Aircraft 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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Bombardier Inc.
Embraer SA

ATR

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The Boeing Company
Bombardier Inc.
Embraer SA

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The Boeing Company
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ATR

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North America

South America

Europe

Middle East & Africa

Asia-Pacific

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