

# **Dassault Aviation S.A. - Annual Strategy Dossier - 2021 - Strategic Focus, Key Strategies & Plans, SWOT, Trends & Growth Opportunities, Market Outlook through 2030**

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## **Abstracts**

The 2021 annual edition of the strategy dossier report analyses the overall Strategy Focus and provides key insights into the Strategies & Plans being conceptualized & pursued by Dassault Aviation for the near to medium term horizon in a complex and highly challenging market environment with the global economy reeling under the pressure of COVID-19 pandemic with the global business jet market faring much better than commercial aviation, marking a major departure from the usual trend, witnessing a strong uptick in fleet utilization levels by late 2020 and projected to make a recovery to the pre-COVID levels by mid-2021. Dassault Aviation has repeatedly disrupted the global business aviation market with the incorporation of cutting edge, next generation technologies in its Falcon business jets portfolio, derived from Dassault's fighter jets business, epitomized by the introduction of digital flight controls on the Falcon 7X at the turn of the century. Following significant product portfolio broadening, spearheaded by the pursuit of a derivative product strategy over the years that led to Falcon 8X & the latest 6X, along with beefing up of the global MRO network; Dassault is well positioned in the long range, large cabin segment and ready to disrupt the market once again with the 6X which was rolled out in Dec 2020.

Against this backdrop, the report provides a comprehensive analysis on the company starting with a detailed business and financial snapshot, incorporating charts, tables and analysis based on latest financial statements. An insightful & comprehensive SWOT framework analysis is also provided; which is used extensively for scanning, assessment & analysis of the internal as well as external business environment of an organization as part of 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 also incorporates analysis & review of key market, technology & industry trends along with issues & challenges which are likely to impact and shape industry's future over near to medium term. The report also identifies key driving & restraining forces for the industry & assesses their potential degree of impact through a force field analysis. The report concludes by providing a comprehensive outlook & demand growth projections for the Global Business Jet market encompassing key market segments & key geographic markets & regions over medium term.

### **Relevance & Usefulness:**

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:**

Strategic Planning & Decision-Making process

Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans

Identification of & Insights into Potential Growth Opportunities & Avenues

Market Evolution & Demand Projections for Light, Medium & Heavy Jets Segments through 2030

Demand Projections for Business Jets across Key Geographic Markets & Regions through 2030

Assessing potential impact of emerging Market Trends & Developments

Contingency planning for current Strategies & Programs

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

Strategic Perspective on the Business & Strategic Outlook for the company for 2021

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market Outlook for 2021

**For Whom:**

The report is a niche, key and vital information resource on Dassault Aviation with its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company and/or Global Business Aviation Market and will be especially useful for Key Decision-Makers, Program & Project Managers, Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, MRO Services Providers and other Key Players in the Industry Value Chain. The report will also be useful for existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists, Financing & Leasing Companies, Researchers and all those associated with the industry. 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.

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