

Dassault Aviation SA - Strategy Dossier - 2015 - Key Strategies, Plans, SWOT, Trends & Strategic Outlook

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Abstracts

INTRODUCTION, INDUSTRY BACKDROP & REPORT OVERVIEW:

The report provides comprehensive insights into the Strategic Positioning, Strategic Priorities, Strategic Responsiveness and Key Strategies & Plans for Dassault Aviation based on a holistic assessment as well as comprehensive analysis of Business Activities, Strategic Initiatives, Strategic Measures, Business & Strategic Developments and Strategic Moves against the backdrop of an evolving industry landscape with the demand for business jets on a steady recovery path and projected to reach the pre-crisis level by 2016 driven by strong, continued economic recovery underway in the U.S. & growing demand from emerging markets led by China which is projected to become the world's third largest market for business jets by 2022. Strong, continued demand for ultra-long range business jets, spearheaded by the Gulfstream G650 & the latest G500 & G600, Bombardier's Global 7000 & 8000 aircraft family & Dassault's 8X & plans for 9X and introduction of new aircraft programs by all key industry OEMs, incorporating cutting edge technologies & innovations driving enhanced aircraft performance & safety besides optimized operating economics, are likely to drive & spearhead industry growth over near to medium term. However, stalled recovery in the EU & slowing down of the world economy besides stalling of Brazilian economy and infrastructure issues & political crackdown on conspicuous spending in China pose significant threats over near term.

The global business jet market registered a significant 12.4% growth for H1 2014 with continued economic recovery in the U.S. market. A total of 318 business jets were registered for H1 2014 with Gulfstream & Bombardier together accounting for almost 50% of the aircraft sales split evenly amongst the two OEMs. Bombardier sold 81 jets while Gulfstream has been narrowing the gap having registered 77 aircraft sales.

Gulfstream continues to dominate sales in terms of aircraft billings which stood at \$3.90 billion for H1 2014 as against \$3.15 billion for Bombardier.

SCOPE OF ANALYSIS:

The report provides Key Insights into Strategies & Plans being conceived, implemented & pursued by Dassault Aviation for the medium term horizon. This report on Dassault Aviation also includes an insightful SWOT framework analysis on the company; which is used extensively for an assessment of the internal as well as external business environment of an organization as part of the 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 concludes by providing comprehensive insights into the key industry trends, issues, challenges, risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis followed by industry outlook for 2015.

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:

Competitive Assessment as well as Comprehensive Strategic Business Analysis

Assessment of degree of environmental responsiveness as well as strategic orientation

Gaining access to Key Inputs for Strategic Planning & Decision-Making Process

Identification of opportunities which could be capitalized upon

Identification of potential threats in the business environment

Analysis of and Insights into key Strategies & Plans being pursued by the

company

Identifying & highlighting areas for Strategic Changes, Adjustments & Realignment

Gaining a Strategic Perspective on the Business & Strategic Outlook for 2015

Access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2015

FOR WHOM:

The report is a niche, key & vital resource on the Business Strategy Domain given its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company, Global Aerospace Industry or the Business Aviation sector & 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 Global Aerospace Industry.

REPORT HIGHLIGHT:

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations with visual representation & orientation based on a slide architecture, 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. This PowerPoint architecture based report provides high readability & ease of navigation besides generating significant time savings by saving the end-user the effort of sifting through voluminous pages of text, in addition, to enhancing the scope of retention, immediate utilization & application of analysis through visual representation and incorporation of relevant images to support & supplement the analysis.

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Strategic Outlook

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