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GE Aviation - Strategy Dossier - 2016 - Key Strategies, Plans, SWOT, Trends & Outlook

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Abstracts

The global aerospace & defense industry is currently juxtaposed between strong tailwinds driving tremendous growth momentum in the commercial aerospace segment; currently experiencing its second golden age, and continued headwinds in the defense segment; which is witnessing a cyclical downswing marked by defense budgetary cuts underway across most traditional markets. The global aerospace & defense industry & most industry players are, thus, in the process of harnessing the alternate cyclicality of the commercial & defense segments effectively to partially offset the ongoing slump in the defense segment by leveraging the commercial segment's growth momentum while preserving the core competencies & capabilities of their defense businesses through maintenance of an optimized defense industrial base, in line with the prevailing industry vicissitudes and to navigate their way through.

The Defense segment, too, has some niche windows of growth opportunities available, created, mostly by technological evolutions & radical innovations being pursued & delivered by the industry value chain driving the generational leap in strategic as well as operational capabilities while providing significant incentive through optimized operating economics for the impending need for replacement of legacy, cold war era systems & hardware, as evinced by the recent state of developments over the JMR-FVL (Joint Multi-Role, Future Vertical Lift), JLTV (Joint Light Tactical Vehicles) & the Next Generation, Strategic Bomber programs respectively and the emergence of the recent, self-funded developmental programs by OEMs. Additionally, the Ukraine crisis & Russian military intervention in Syria has triggered concerns with respect to defense capabilities & has heightened threat perception amongst a number of European states, based in Northern & Eastern Europe which are focusing on building up military capabilities rapidly to counter growing Russian threat in the region which is likely to drive an increase in defense spending across Northern & Eastern Europe over near

term. Defense budgets across other key nations based in the Asia-Pacific & Middle East regions, too, continue to witness significant growth presenting potential growth opportunities to leading global industry players. Further, the recent weakening of Euro against the U.S. Dollar has enhanced competitiveness of European OEMs while competing for international export contracts.

Against this backdrop, the report analyzes the overall strategy focus and provides Insights into & Comprehensive analysis of the Strategies & Plans being conceptualized & pursued by GE Aviation for the medium term horizon. The report also includes an insightful & comprehensive SWOT framework analysis on the company; which is used extensively for scanning, assessment & analysis 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 also analyzes key & emerging industry trends, issues & challenges, risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis. The report concludes by providing comprehensive industry outlook for the medium term horizon.

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

Identification of & Insights into Potential Growth Opportunities & Avenues

Analysis of Medium Term Strategy Focus and Key Strategies & Plans

Analyzing & Assessing potential impact of emerging Market & Technology 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 2016

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2016

For Whom:

The report is a key information resource on GE Aviation given its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company and/or the Global Aerospace & Defense Industry and will be especially useful for Key Decision-Makers, Program & Project Managers, Military Procurement Managers, Defense Contracting Executives & Departments, 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 or any of these companies.

Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

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Visual Representation enables Easy Comprehension

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Superior & Enriched User Experience with Incorporation of Relevant Images

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