

Global Business Aviation Industry - Force Field Framework Analysis - 2014

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Abstracts

1. Backdrop & Overview:

The report analyses & provides Key Insights into the Global Business Aviation Industry through a comprehensive, quantitative Force Field Framework analysis. The framework:

Identifies Key Driving & Restraining Forces Impacting the Global Business Aviation Industry

Quantifies Strength, Magnitude & Potential Degree of Impact of each Driving & Restraining Force

Assesses the Overall Dynamics & Interplay of Driving & Restraining Forces

Generates an Overall, Quantitative Strategic Snapshot of Industry Forces

The framework thus identifies key forces that are driving & restraining the industry and their overall dynamics in a quantitative format that provides useful inputs to be incorporated into the medium term strategic planning & decision-making process.

2. Backdrop: Global Business Aviation Industry Continues to Make Steady Strides on Recovery Path:

The Global General Aviation Industry registered an encouraging 6.8% growth in shipments and a 24.5% growth in airplane billings which reached \$15.4 billion for the 3 quarters of 2013. The Business Jet shipments contracted by 2% for Q1-Q3 2013;

standing at 421 units. In terms of OEMs, Bombardier led the industry pack in terms of deliveries while Gulfstream ousted Bombardier from the top spot, in terms, of aircraft billings for YTD. In the business aviation industry, activity levels have remained decent driving growth for the MRO activity.

Overall, the global business jet industry has been treading cautiously on recovery path over the recent years since the global economic meltdown of 2008 amid difficult & uncertain economic conditions prevailing across traditional markets with the ongoing recovery attributable primarily to & spearheaded by new product introductions by all key global OEMs of-late incorporating cutting-edge technologies delivering enhanced performance features & specifications as well as optimized aircraft operating economics aimed at overcoming demand inertia for new aircraft sales emanating from the macro-environmental uncertainty across traditional markets.

3. Relevance & Usefulness: Provides Inputs for Strategic Planning & Decision Making Process

The report will provide & would be useful for:

Strategic, Quantitative Snapshot on the Dynamics of Industry Driving & Restraining Forces

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

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

Gaining a Strategic Perspective on the Industry's Strategic Outlook for 2014

Gaining access to Key Industry Trends, & Insights; Crucial Inputs for Decision-Makers

4. For Whom: Key Decision-Makers across Industry Value Chain

The report would be essential for those having strategic interest in the Global Business Aviation Industry & 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 & those associated with the Industry.

5. Report Highlights: Visual Representation/Orientation with a Slide based Architecture

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.

6. Key Takeaways: Enhanced Scope of Utilization & Application with Visual Representation

This PowerPoint architecture based report provides high readability & ease of navigation and saves significant amount of time by saving the end-user the effort of sifting through voluminous pages of text besides enhancing the scope of retention, utilization & application of analysis with visual representation and incorporation of relevant images to support & supplement the analysis.

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