

# **Global Business Aviation Industry - Strategic Insights - 2014 - Key Industry Trends, Issues & Challenges, Growth Avenues & Strategic Outlook**

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## **Abstracts**

### **1. Overview:**

The report provides strategic insights into the Global Business Aviation Industry by analysing & providing comprehensive insights into the key industry trends, issues, challenges & potential risk factors that are shaping & likely to shape industry's growth progression over medium term amid difficult industry conditions & a complex & uncertain global macroeconomic environment. The report also provides key insights into the potential growth avenues for the industry which could be targeted and capitalized upon by key players across the industry value chain.

### **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 Incorporating into Broader Strategic Planning & Decision-Making Process.

The report provides insights & inputs to be incorporated into the broader strategic planning & decision making processes.

#### **The report will be useful for:**

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

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

Identification & Analysis of Potential Growth Opportunities & venues

Gaining access to Key Industry Issues, Challenges & Risk Factors

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

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

### 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.

## Contents

### **SECTION - 1**

Global Business Aviation Industry – Key Industry Trends

Growing Preference towards Larger, Longer-Range Jets

Introduction of New Platforms by OEMs featuring Cutting-Edge Technologies to Stimulate Demand

Growing Significance of Emerging Markets for most Global OEMs

Expansion & Reinforcement of Global Service & Sustainment Support Network by Industry OEMs

Analysis of Key Technological Trends Likely to Shape Industry's Future  
(Additional Trends available & analysed in the Report)

### **SECTION – 2**

Global Business Aviation Industry - Key Industry Issues & Challenges

### **SECTION – 3**

Analysis of Potential Risk Factors

### **SECTION – 4**

Global Business Aviation Industry - Analysis of Potential Growth Opportunities & Avenues

### **SECTION - 5**

Strategic Industry Outlook for 2014

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