

# **Global Business Jet Market - Top 5 OEMs - Strategy Brief - 2021-2023 - Gulfstream, Bombardier, Dassault, Textron Aviation, Embraer**

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## **Abstracts**

### 1. Introduction & Backdrop

This Strategy Brief report analyses & provides comprehensive insights into the Strategic Positioning, Priorities, Responsiveness and Key Strategies & Plans for the Top 5 OEMs in the Global Business Jet Market based on a holistic assessment & comprehensive analysis of Strategic Initiatives, Business Developments and Strategic Moves & Measures being undertaken by them against the backdrop of an rapidly evolving market landscape & shifting global dynamics.

The Global Business Jet market has been faring much better in the post pandemic world with a surge in need for private travel and has witnessed a strong uptick in demand, sales & fleet utilization and is making a strong recovery marked by a sharp increase in aircraft deliveries along with a surge in order intake across industry OEMs for Q1 2021. The market demand dynamics have been favorable even for the light & medium jets segment this time round with a strong proportion of demand coming from first time jet buyers amid ongoing pandemic woes with the ongoing conditions likely to continue to favor demand for business jets over near term.

The long term fundamentals for business aviation remain strong & well in place with regulatory mandates & sustainability focus likely to drive new aircraft sales apart from modernization & upgrade of existing aircrafts translating into an overall fillip for the industry over medium term. Additionally, the market dynamics for business jets are likely to witness a major disruption & transformation with the advent of supersonic business jets which are likely to become a reality towards the middle-to-late 2020s with a number of start-ups & industry OEMs working actively across multiple stages of

development. Business aviation is also likely to face a stiff challenge from upcoming civil rotorcrafts, starting with the AW609 which is likely to enter service over near term, apart from the unfolding of innovative & disruptive business models under Urban Aerial Mobility over medium term while simultaneously tackling sustainability challenges going forward.

## 2. Relevance & Usefulness: Strategic Planning, Analysis & Decision-Making Process

The report analyses & provides key insights into the key strategies & plans being drafted & pursued by the business jet manufacturers to navigate their way through the present macro-environmental uncertainty & difficult global economic conditions necessitating extreme strategic nimbleness & deftness in the post pandemic world. The analysis includes:-

1. Key Product Segments & Programs being focused upon by the OEMs
2. Strategies & Plans being developed to Drive Medium-term Growth
3. New Products Development & Introductions
4. R&D Focus & Key Technologies being focused upon
5. Key Growth Opportunities from the Medium Term Perspective

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

Key Decision-Makers

Program & Procurement Managers

Top Management of Industry Players & Other Companies

Industry OEMs & Technology/Other Solutions Providers

Suppliers, Vendors and other Key Players in the Industry Value Chain

Associated Equipment Manufacturers & Technology Solutions Providers

Existing & Potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

Researchers and all those associated with Business Aviation

#### 4. Features, Benefits & Reasons to Procure:-

Quick Macro View and Big Picture Analysis

Blend of Quantitative & Qualitative Analysis for Strategic Planning Process

Quality & Reliability

Detailed Analysis on OEMs

Visual Representation enabling Easy Comprehension

Meetings & Presentation Ready Format for Quick Application

Superior & Enriched User Experience with Incorporation of Relevant Images, Graphs & Infographics

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