

Global Strategy Dossier - World's 5 Leading Commercial Aviation OEMs - 2015-2020 - Key Strategies, Plans, SWOT, Trends & Outlook - Airbus, Boeing, Bombardier, Embraer, ATR

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Abstracts

The commercial aviation sector is in the middle of a significant growth phase, driven, primarily, by significant growth in air traffic, projected to grow at 5% CAGR through the mid 2030s and continued improvements in cargo traffic globally along with other strong, long-term growth drivers complemented perfectly by the introduction of new aircraft programs by almost all key industry OEMs featuring cutting-edge technologies, especially, propulsion systems along with a range of other incremental as well as radical innovations by key players in the global industry value chain which has been a key driver of major fleet renewals underway across airlines globally and has ultimately been transpiring into significant growth avenues marked by burgeoning & record order backlog positions for new, commercial aircraft programs across all key industry OEMs.

The commercial aviation sector OEMs thus; buoyed by the record order backlogs and having fine-tuned their medium term product portfolio strategies; are focusing their efforts on & planning ways to increase aircraft production rate over near term to meet original delivery schedules and to harness the long-term visibility of their order books effectively through optimization of industrial footprint and enhanced alignment of capital expenditure and allocation of resources with the order book position & demand trend. All the OEMs are making significant investments towards expansion of their existing industrial base in-line with the planned, significant increase in aircraft production rate over near term and aligning & fine-tuning their strategies with emerging as well as latent industry trends & developments. Additionally, with a significant share of demand projected to emanate from emerging markets, led by the Asia-Pacific region which itself is projected to account for more than one-third of new airplane deliveries through 2033;

all industry players are working towards achieving further diversification of their global industrial footprint across traditional & emerging markets over medium term.

Against this backdrop, the report provides a comprehensive analysis of the key strategies and plans being conceptualized and pursued by the 5 leading global commercial aviation sector players amid the continued, robust demand for commercial airplanes projected over the next 2 decades driven by continued series of fleet renewals & fleet expansion across airlines globally fuelled by R&D powered technological innovations, growth in low-cost carriers and across key global markets. The report also analyzes the strategic positioning of these key industry players and provides a comprehensive SWOT framework analysis on them.

Key Strategies & Plans included in the Report for each Industry Player:

1. Product Portfolio Strategies & Plans
2. Market Specific Strategies & Plans
3. R&D Strategies & Plans
4. Growth Strategies & Plans
5. Business and Corporate Strategies & Plans
6. Sales & Marketing Strategies & Plans
7. Production/Manufacturing Strategies & Plans
8. Financial Strategies & Plans

Key Excerpts/Findings from the Report:

1. Boeing's Strategic Product Portfolio Expansion & Plans for Sustained Leadership of the Global Wide-Body Aircraft Market. Analysis of Boeing's growing focus on International Markets & other strategic plans for its Defense business.
2. Analysis of Airbus Group's Strategy 2.0, Strategic Product Portfolio Offensive in the Commercial Segment, Plans to enhance Competitiveness in the Space Launch business & Continued Diversification of Global Industrial Footprint.
3. Bombardier's Restructuring Plans for its Aerospace Business, Continued Strengthening of Global Service & MRO Network & Rapid International Diversification Strategy.
4. Analysis of Embraer's Long-Term Strategic Plan & Business Diversification Strategy

Relevance & Usefulness: The report will be useful for

Strategic Planning, Competitive Analysis & Benchmarking Exercise

Comprehensive Strategic, Competitive Assessment & Analysis of each Company

Strategic Insights into Key Strategies & Plans being pursued by each key Industry Player

Comprehensive SWOT Framework Analysis on each of the Commercial Aviation sector OEMs

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

Comprehensive analysis of Key and Emerging Industry Trends & Growth Opportunities

Analysis of Key Forces Shaping the Industry's Future & their overall Dynamics

Strategic Perspective on the Industry's Medium to Long Term Strategic Outlook

Analysis of Emerging Industry Landscape and Key Issues & Challenges

For Whom:

The report is a niche, key & vital resource on the Business Strategy Domain given its unique disposition & strategic focus on leading Global Commercial Aviation sector OEMs. The report would be quintessential for those having strategic interest in the Commercial Aviation sector or any of these companies & 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 Defense & Aerospace Industry or any of these companies.

Highlight:

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations, 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.

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