

Global Top 4 Aircraft Engine Manufacturers - Strategic Factor Analysis Summary (SFAS) Framework Analysis - 2015 - Pratt & Whitney, GE Aviation, Rolls-Royce, Safran

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Abstracts

The report provides strategic insights into the overarching Strategic Positioning and degree of Environmental Responsiveness of the Global Top 4 Aircraft Engine Manufacturers through a Strategic Factor Analysis Summary (SFAS) framework analysis; also referred to as Quantitative SWOT Analysis, against the backdrop of an evolving industry landscape & shifting global dynamics.

The global commercial aircraft industry is witnessing its second golden era marked by burgeoning order backlogs across leading industry OEMs as well as radical technological innovations and propelled by rapid air traffic growth being witnessed across markets & regions, especially, with the global air traffic projected to double itself by 2030, led by the APAC region, in addition, to a technological generational leap in the global aviation propulsion sector with decades of research on technological evolution by key industry players transpiring into next generation of aerospace propulsion systems. The strong tailwinds being experienced by the industry have been further accentuated by a favorable crude oil price trend which is boosting profitability across airlines.

Additionally, the introduction of latest aircraft programs by the OEMs; incorporating next generation engine technologies translating into optimized operating economics & enhanced performance specifications, features & dynamics; have been a key driver of fleet renewals across airlines globally of-late besides enabling Airlines to open new routes and business concepts, thereby, providing potential, significant growth avenues. With virtually everything in favor & almost nothing against it as of now, the global commercial aircraft market is projected to register addition of over 32,600 new

commercial aircrafts through 2034 worth \$4.9 trillion, as per Airbus.

The military aircraft market, on the contrary, continues to be impacted by continued defense budgetary cuts & pressures underway across most traditional markets, thereby, impacting acquisition of new aircrafts & fleet replacement decisions. However, the military aviation sector does have some upcoming large, long-term programs with significant growth potential, which include, the Next Generation/B3 Bomber program, USAF's Next-Generation Jet Engine Development program (ADVENT & AETP) & the J-STARS Recapitalization program which could be the key to drive growth for industry OEMs amid a difficult budgetary scenario which is likely to persist through the end of present decade.

The report provides an overall SFAS score on each of the Top 4 aircraft engine manufacturers based on an analysis of each company's strategic positioning & the degree of responsiveness to its internal & external environment respectively, thereby, making it especially useful for competitive & comparative analysis. The framework generates an insightful snapshot of the prevailing, overall strategic equation for each company by identifying, weighing, prioritizing & ranking strategic factors present in the internal & external environment through an Internal Factor Analysis Summary (IFAS) matrix followed by an External Factor Analysis Summary (EFAS) matrix based on their strategic significance & potential degree of impact along-with each respective company's corresponding degree of responsiveness to those factors.

The framework, thus, assesses the strategic positioning & the degree of responsiveness of each company towards the present as well as emerging market & industry dynamics to be able to harness potential growth opportunities effectively by leveraging its structural & core strengths while negating threats simultaneously.

SFAS, as a framework, thus, scores over the traditional SWOT analysis framework, in terms, of its ability to quantify strengths, weaknesses, opportunities & threats respectively based on the potential degree of effect of each strategic factor being analyzed and the company's commensurate degree of responsiveness to that, thereby, making it much more effective for competitive assessment & analysis and from a strategic planning standpoint with the creation of a quantitative strategic snapshot on each of the companies.

Relevance & Usefulness of the Report:

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, Competitive Assessment & Analysis

Identification of Key Strategic Factors classified & categorized under Strengths, Weaknesses, Opportunities & Threats for each company along-with their Quantitative Weights indicating Strategic Significance of each respective Factor through a Strategic Factor Analysis Summary (SFAS) Matrix

Generation of an overall Strategic Equation & Quantified SFAS score for each company based on analysis of Strategic Positioning, Market Dynamics & Responsiveness.

Competitor Analysis & Comparative Analysis of industry players with quantification enhancing & facilitating comparative assessment & analysis.

Assessment & evaluation of the Company's Degree of Orientation & Responsiveness towards Internal & External Environmental factors as assessed through the Internal & External Factor Analysis Summary (EFAS) Matrices.

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

Assessing Potential Impact of emerging Market Trends & Developments

Analysis of Forces Driving as well as restraining the Industry & their overall Dynamics

Inputs on Market Evolution & Outlook

For Whom:

The SFAS Framework Analysis report will be essential for those having strategic interest in the Global Aerospace & Defense Industry or any of the Aircraft engine manufacturers covered in the report. The report will be especially useful for Key

Decision-Makers, Program Managers, Military Procurement Managers, Defense Contracting Executives & Departments, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, MRO Services Providers, Airlines, Helicopter & Business Jet Operators, Flight Simulator Manufacturers 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.

Features, Benefits & Reasons to Procure:-

Quantitative SWOT Analysis on each Company with Comparable, Numeric SFAS Scores

Significant Time Savings

Visual Representation enables Easy Comprehension

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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Quantified Weaknesses to be Worked Upon

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Pratt & Whitney

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