

Global Top 4 Commercial Aircraft OEMs - Strategy Focus & Comparative SWOT Framework Analysis - 2015-2018 - Airbus, Boeing, Bombardier, Embraer

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Abstracts

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; has 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 aircraft 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, thus, 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 to support new, under development aircraft programs besides aligning & fine-tuning their strategies in-sync with emerging market trends & developments.

Against this backdrop, the report provides a comprehensive & insightful Comparative SWOT Framework Analysis and Analyzes the Near to Medium Term Strategy Focus for the Global Top 4 Commercial Aircraft OEMs. The report analyzes the Strengths & Weaknesses of industry players from a standalone as well as relative perspective based on a detailed analysis of their Internal & External environment respectively focusing on key, strategic parameters, which include: analysis of overall cost base & structure, resources & key competencies, profitability & profit sources, product portfolio analysis & its strategic positioning, key competitor analysis & degree of competitive intensity, competitive market positioning across key global markets, analysis of key strategies & plans, overall strategy focus & orientation, R&D capabilities & key programs being pursued. The framework after analyzing strategic positioning of industry players analyzes their overall strategic fit & the degree of strategic responsiveness to external environmental factors, which include:- Near to Medium term demand projections for aircraft segments, prevailing market dynamics, emerging market & technology trends, issues, challenges & potential risk factors to be able to assess their ability to derive further business growth by capitalizing on potential growth opportunities effectively while negating threats simultaneously over near to medium term.

Relevance & Usefulness: The report will be useful for:-

Strategic Planning & Decision-Making process

Identification of & Insights into Potential Growth Opportunities & Avenues

Competitor Analysis & Comparative Analysis of OEMs

Analysis of Medium Term Strategy Focus, Key Strategies & Plans for all OEMs

Inputs on Market Evolution & Demand Projections over Medium Term

Assessing potential impact of emerging Market Trends & Developments

Contingency planning for current Strategies & Programs

Identifying & highlighting areas for making potential Strategic Changes,

Adjustments & Realignment

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential for those having strategic interest in the Global Commercial Aircraft market. The report will be especially useful for Key Decision-Makers, Program Managers, Airlines, Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, MRO Services Providers, 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:-

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

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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Airbus Group
Bombardier Inc.
Embraer SA
The Boeing Company

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