

# **Strategic Factor Analysis Summary (SFAS) Matrix - 2016 - Global Top 5 Aircraft Engine Manufacturers - Pratt & Whitney, GE Aviation, Rolls-Royce, Safran, Honeywell**

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## **Abstracts**

This 2016 edition of the report provides key insights into the overarching Strategic Positioning and degree of Environmental Responsiveness of the Global Top 5 Aircraft Engine Manufacturers through a Strategic Factor Analysis Summary (SFAS) Matrix. The Strategic Factor Analysis Summary (SFAS), also referred to as Quantitative SWOT Analysis, is a framework developed by T. L. Wheelen and J. D. Hunger, which is used widely across organizations globally as a key strategic planning tool.

The report provides an overall SFAS score on each of the Top 5 Aircraft Engine manufacturers based on an analysis of each company's strategic positioning & the degree of responsiveness to its internal & external environment respectively, based on the SFAS framework, thereby, making it especially useful for competitive & comparative analysis. The framework generates an insightful snapshot of the prevailing, overall strategic equation for each company first by identifying, weighing, prioritizing & ranking Strategic Factors present in the Internal & External environment through an Internal Factor Analysis Summary (IFAS) matrix and the External Factor Analysis Summary (EFAS) matrix respectively. The strategic factors are subsequently ranked on the basis of their perceived strategic significance & potential degree of impact on the organization followed by assessment of 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 competitive and be able to harness potential growth opportunities effectively by

leveraging its structural & core strengths while negating environmental 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 perceived strategic significance and 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, comparable strategic snapshot and overall SFAS score on each company.

#### 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 and Decision-Making Processes

Identification of Key Strategic Factors for each company along-with their Strategic Significance through a Strategic Factor Analysis Summary (SFAS) Matrix

Generation of an overall Strategic Equation & Quantified, Comparable SFAS score for each of the Top 5 companies based on analysis of Strategic Positioning, Market Dynamics & Responsiveness.

Competitor & Comparative Analysis of Key Industry Players

Inputs on Market Evolution & Demand Growth Projections for the Global Military & Commercial Aerospace Segments

Assessing potential impact of emerging Industry, Market & Technology Trends as well as Developments

Identifying & highlighting areas for making potential Strategic Changes,

## Adjustments & Realignment

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

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential for those having strategic interest in the Global Aerospace sector and/or the Global Aircraft Engine Market. The report will be especially useful for Key Decision-Makers, Program Managers, Military Procurement Managers, Defense Contracting Executives & Departments, Airlines, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, MRO Services Providers 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.

### Key Features:

Provides Macro View and Big Picture Quickly

Visual Representation enables Easy Comprehension

Meetings & Presentation Ready Format

## Contents

### SECTION - 1

Business Structure & Snapshot – For each of the Global Top 5 Aircraft Engine Manufacturers

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Product Portfolio - Major Product Platforms, Programs and Key Competitors
- f) Market Capitalization
- g) Key Executives
- h) Shareholding/Ownership Pattern & Structure

### SECTION – 2

Financial Performance Snapshot

1. REVENUE BASE & GROWTH TREND
2. REVENUES SPLIT BY KEY SEGMENTS
3. REVENUES SPLIT BY KEY GEOGRAPHIC MARKETS & REGIONS
4. GROSS EARNINGS & MARGIN TREND
5. OPERATING EARNINGS & OPERATING MARGIN TREND
6. RETURN ON SALES TREND
7. PROFITABILITY GROWTH TREND
8. CASH FLOW FROM OPERATIONS
9. R&D EXPENDITURE TREND
10. CAPEX TREND
11. ORDER INTAKE & DELIVERIES TREND
12. ORDER BACKLOG POSITION

### SECTION – 3

Internal Factor Analysis Summary (IFAS) Matrix – For each of the 5 Key Industry Players

Quantified Strategic Factors categorized under Strengths

Quantified Strategic Factors categorized under Weaknesses

### SECTION – 4

## External Factor Analysis Summary (EFAS) Matrix

Quantified Strategic Factors categorized under Opportunities

Quantified Strategic Factors categorized under Threats

## **SECTION - 5**

Strategic Factor Analysis Summary (SFAS) Matrix – With reprioritization, quantification & ranking of respective strategic factors deriving from the IFAS & EFAS matrices - On each of the Top 5 Aircraft Engine Manufacturers

Quantified Sources of Strengths which could be Leveraged

Quantified Weaknesses to be Worked Upon

Opportunities to be Capitalized Upon & their Quantification to Assess Degree of Relevance & Usefulness

Threats to be Mitigated, Negated & Overcome & their Quantification to Assess Potential Degree of Impact

## **SECTION – 6**

Global Aircraft Engine Market – Force Field Analysis - Analysis of Driving & Restraining Forces and their Overall Dynamics

Driving Forces

Restraining Forces

## **SECTION – 7**

Key Industry, Market & Technology Trends

## **SECTION – 8**

Issues, Challenges & Risk Factors

## **SECTION – 9**

Strategic Market Outlook – 2016 2025

Analysis of Emerging Market Scenario, Global Demand Outlook and Demand Projections for each Market Segment

Commercial Aviation

Military Aviation

Civil Helicopters  
Business Aviation  
General Aviation

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