

Global Top 5 Business Jet Manufacturers - Strategy Focus & Comparative SWOT Framework Analysis - 2015-2018 - Gulfstream, Bombardier, Dassault, Textron Aviation, Embraer

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Abstracts

The global business jet market continues to make steady recovery from the inertia that followed the economic crisis driven by continued economic recovery underway in the U.S., surge in demand for heavy jets and introduction of a number of new aircraft programs by the industry OEMs incorporating cutting edge technologies & innovations translating into enhanced performance capabilities, safety features & optimized operating economics. The global market for business jets is estimated to be worth \$21.5 billion as of 2014 and is projected to grow at 2.8% CAGR through 2033. The demand for business jets continues to recover steadily with aircraft delivery numbers in 2014 registering a 6.5% year on year growth. The delivery numbers continue to be dominated by Bombardier in volume terms & led by Gulfstream in value terms respectively with the duo collectively holding over 70% market share (based on aircraft billings/sales revenues) in 2014 with continued, robust demand growth in the heavy & medium jets segments. The business jet delivery numbers for H1 2015, however, have not been as optimistic with aircraft deliveries & aircraft billings declining by 4.1% & 4.6% respectively with the industry impacted by volatility in global markets & continued consolidation in the energy sector.

However, long term demand drivers & market fundamentals for business jets remain robust & firmly in place indicating towards sustained, steady demand growth for business jets over medium to long term. Additionally, the market dynamics for business jets are likely to witness major transformation with the era of supersonic business jets likely to become a reality towards the early 2020s with a number of industry OEMs, led by Gulfstream, actively pursuing R&D towards development of a range of supersonic

flight technologies capable of enabling feasible supersonic flights while meeting regulatory requirements simultaneously.

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 5 Business Jet Manufacturers. The report analyzes the Strengths & Weaknesses of leading 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 light, medium & heavy jet 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 mitigating 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

Market Evolution & Demand Projections for Light, Medium & Heavy Jet Segments through 2024

Demand Projections for Business Jets across Key Geographic Markets & Regions through 2024

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 business jet market. The report will be especially useful for Key Decision-Makers, Program Managers, Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, MRO Services Providers, Aircraft 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 or any of these companies.

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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Gulfstream Aerospace Corporation

Bombardier Inc.

Dassault Aviation

Textron Aviation

Embraer SA

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Gulfstream Aerospace Corporation

Bombardier Inc.

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