

Rolls Royce Holdings plc - Aerospace Business - 2024 - Annual Strategy Dossier - Strategic Focus, Key Strategies & Plans, SWOT, Trends & Growth Opportunities, Market Outlook

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Abstracts

The report analyses the overall strategy focus and provides insights into the near to medium term strategic blueprint and key Strategies & Plans being pursued by Rolls Royce's Aerospace business for the near to medium-term horizon. The Global Aerospace & Defense market is in an expansionary phase amid a surge in defense spending globally as the global power dynamic returns to great power competition and ongoing geopolitical tensions with ongoing Israeli military operations in Gaza causing tensions and keeping the entire Middle East region on the edge while the ongoing Russia-Ukraine war enters its third year in 2024. The global economy, on the contrary, is projected to be heading towards a slowdown in 2024 following monetary policy tightening by central banks globally over the recent years to check inflation which has sparked recessionary fears and has created a complex, difficult & challenging global macroeconomic environment.

The Commercial Aviation Market is turning a corner with passenger traffic and fleet utilization exceeding pre-COVID levels of 2019 and airlines' profitability moving into the positive zone for 2023, after years of market carnage and turbulence. The passenger flights being offered by the airlines are likely to exceed the pre-pandemic levels for the first time in 2024, as per IATA, amid surging passenger traffic levels which are likely to provide a boost to fleet utilization with a better load factor, thereby, boosting passenger revenues and RPKs. The airlines profitability, however, continues to be abysmal and at rock bottom, at just \$23+ billion for 2023 being at just 2+% net margin and at \$5+ per passenger in revenues, way below the cost of capital and is projected to be almost marginally better for 2024 as well, however, amid a relatively lower cost base.

The surge in passenger traffic and supply side constraints on available capacity, due to supply chain issues, are likely to lead to improved fleet and capacity utilization driving up yield & profitability while also boosting MRO demand & activity levels translating into substantial projected MRO revenues growth for the industry over near to medium term. The high crude oil price environment remains a concern for the airlines from a profitability perspective as they also continue to invest towards and undertake measures to transition towards sustainability by reducing their overall carbon emissions in a tight cost of capital market environment with interest rates staying northwards. The global economic growth, thus, is projected to returns to its range-bound average movement of under 3% annually. However, any further, major potential shock at this time could send the global economy spiralling down into a full-blown recessionary cycle.

Against this backdrop, the report provides a comprehensive analysis on the company starting with a detailed business and financial snapshot, incorporating charts, tables and comprehensive analysis based on latest financial statements. An insightful & comprehensive SWOT framework analysis is also included; providing a comprehensive scan, assessment & analysis of the prevailing internal as well as external business environment of the company. The framework outlines the company's core, inherent strengths & weaknesses as part of the internal environment assessment and outlines potential growth opportunities as well as threats as part of the external environment assessment.

The report also incorporates analysis & review of key market, technology & industry trends along with issues & challenges which are likely to impact and shape industry's future over near to medium term. The report also identifies key driving & restraining forces for the industry & assesses their potential degree of impact through a force field analysis. The report concludes by providing a comprehensive outlook & demand growth projections for the broader Global Aerospace & Defense market, including, Commercial Aviation & Defense segments.

Relevance & Usefulness:

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:

Competitive Assessment, Comparative Analysis & Strategic Planning

Analysis of degree of Congruence between Emerging Market Landscape & Strategy focus

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

Analysis & Assessment of Emerging Market, Technology Trends & Developments likely to Shape the Global Aerospace & Defense market

Analysis of Forces Driving as well as restraining the Industry & their overall Dynamics through a Force Field Analysis

Analysis of Market Evolution with Medium Term Demand Growth Projections & Market Outlook

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential & a key resource for those associated with and having strategic interest in the Global Commercial Aviation/Aerospace & Defense market. The report will be especially useful for

Key Decision-Makers

Program Managers

Top Management of Industry Players & Other Companies

Industry OEMs

Defense Procurement Executives, Defense Departments, Program Managers

Suppliers, Vendors, Technology & MRO Services Providers and other Key Players in the Industry Value Chain

Existing & potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

PE Firms, Venture Capitalists and Financing & Leasing Companies

Researchers and all those associated with the industry in general

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