

# **Rolls Royce Holdings plc - Aerospace Business - Decennial Strategy Dossier - The Decade from 2010 to 2019 - Strategy Focus, Evolution, Progression & the Path Ahead to the 2020s**

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## **Abstracts**

This Decennial Strategy Review, published at the turn of the decade, reviews the strategy evolution & progression for Rolls Royce plc through one of the most profitable decades for the Global Commercial Aviation market with the market continuing with its unbroken supercycle driven by strong tailwinds emanating from a multitude of favorable, demand side factors led by robust growth in passenger air traffic, decent global macroeconomic growth and a favorable crude oil price environment prevailing through most of the decade which has bolstered airlines profitability as well as driven fleet expansion led by the LCC segment. Supply side factors, led by the development & introduction of new & re-engined aircrafts by the industry OEMs, incorporating new, high bypass turbofan engines have stimulated replacement demand with technological evolution by the industry, focused on performance, safety, comfort and optimized operating economics, further catalyzing fleet replacement activity across airlines groups globally.

This decennial review, thus, takes a macro view of the strategic developments and reviews the strategy pursuits & execution by the company over the 2010-2019 period and assesses its strategic significance as well as business impact & outcome for the company at the turn of the decade with a look at the road ahead. The report, therefore, is going to be quintessential & a must have for those looking for a longitudinal view, perspective and analysis on the company from a strategy perspective.

Report Excerpt

The report analyzes and reviews the strategic path taken by Rolls Royce through the decade ending in 2019, led by the decent comeback in the global wide body aircraft market with the winning of two key wide body aircraft programs as the sole source engine supplier, namely, the A350XWB & the A330neo, which are going to be key growth pivots for Rolls in its battle against arch rival GE for market shares. Rolls Royce's decision to eject from the narrow body aircraft segment with the exit from the IAE at the start of the decade in 2011 remains debatable. The decisions to invest towards development of next generation engine programs, in form of Advance and UltraFan, and development of electric & hybrid propulsion capabilities, on the contrary, are futuristic with a well paced development program could even enable Rolls to pitch its next generation engine for the Boeing's proposed NMA program. However, ongoing restructuring costs over the years amid efforts to trim cost base, in-service issues with the Trent 1000 and the overall profitability of the civil aerospace business remain as key areas to be sorted out by the company going forward. Further, managing things in a very difficult & challenging commercial aviation market environment post the outbreak of COVID-19, with most key global economies projected to go into recession for 2020, will be critical for the company over near term.

#### Relevance & Usefulness

Provides a macro view and longitudinal analysis from a strategy perspective quickly

Comprehensive review of the strategic decisions by the company through the decade & the road ahead

Unique, niche, focused & rooted deeply in the Strategy Domain

Strategic Planning & Decision-Making process

Analysis of Strategy outlook for the company for the near to medium term horizon

Based on Microsoft PowerPoint platform being custom-built for Meetings & Presentations

For Whom:

The report is a niche, key and vital information resource on Rolls Royce Holdings plc with its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company, and/or the Global Commercial Aircraft Turbofan Engines market and will be especially useful for Key Decision-Makers, Program & Project Managers, Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Airlines Groups, 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.

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