

Rolls Royce Holdings plc - Aerospace Business - Strategy Dossier - 2017 - Strategic Focus & Priorities, Key Strategies & Plans, SWOT, Trends & Challenges, Market Outlook

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Abstracts

The Global Aircraft Engines Market has been witnessing significant tailwinds with the commercial aircraft market in its second golden age marked by record & burgeoning order backlogs for new aircraft programs across most industry OEMs while the market scenario for the military aviation segment, too, seems to be improving and bound to witness growth with improving defense budgetary scenario across most key global markets. The growth in commercial aviation segment is being driven, primarily, by a combination of favorable market dynamics & factors along-with evolution of next generation propulsion technologies with decades of research on propulsion systems & material sciences culminating into cutting edge engine technologies across leading industry players as highlighted by the battle for engine technology supremacy being fought amongst Pratt & Whitney's GTF and CFM's LEAP engine technologies. Military aviation, too, is likely to witness growth over medium term driven by a slight to moderate projected increase in global defense spending with focus likely to increase significantly on Combat Jets, UAVs & Military Helicopters with growing security threat from Terrorism, Extremism & Instability and resurgence of conventional state based threats while technological evolution promises next generation capabilities with a significant reduction in operating costs.

The near to medium term outlook for engine manufacturers, thus, is bright & shiny spearheaded by the commercial aviation sector which is poised for steady growth through the mid-2030s. All leading Engine Manufacturers is clearly on streamlining & preparing their industrial base for the rapid production ramp up required for meeting delivery schedules with significant capital expenditure underway towards infrastructure

& facilities. Additionally, the players have also been focusing on expanding their existing engine portfolio with the introduction of new engine models & variants for specific segments & applications. R&D activity, too, continues unabated across players for further optimization, refinement & fine-tuning of their existing engine programs & propulsion technologies as they vie for a larger market share by strengthening presence across specific market segments with portfolio expansion & updates or by making a foray into entirely new, untapped market segments.

Against this backdrop, the report analyzes the overall strategy focus and provides Insights into & Comprehensive analysis of the Strategies & Plans being conceptualized & pursued by the Rolls Royce Group plc for its Aerospace Business for the near to medium term horizon. The report also includes an insightful & comprehensive SWOT framework analysis on the company; which is used extensively for scanning, assessment & analysis of the internal as well as external business environment of an organization as part of strategic planning process. The framework generates a snapshot of the company's 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 of key industry trends, issues & challenges and risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis. The report concludes by providing a comprehensive market outlook over medium term with an overview of emerging demand scenario across key market segments & key geographic regions.

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:

Strategic Planning & Decision-Making process

Analysis of Medium Term Strategy Focus and Key Strategies & Plans

Identification of & Insights into Potential Growth Opportunities & Avenues

Market Evolution & Demand Growth Projections

Assessing potential impact of emerging Market Trends & Developments

Contingency planning for current Strategies & Programs

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

Strategic Perspective on the Business & Strategic Outlook for 2017

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market Outlook for 2017

For Whom:-

The report will be extremely useful for Key Decision-Makers, Program, Project & Procurement Managers, Defense Contracting Executives & Defense Departments, Top Management of Industry Players & Other Companies, Airlines, Fleet Operators, Suppliers, Vendors & Associated Equipment Manufacturers, Technology Solutions & 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, Researchers and and those with strategic interest & stakes in the Global Aerospace & Defense Industry.

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