

Rolls Royce Holdings plc - Military Aviation Segment - Annual Strategy Dossier - 2021 - Strategic Focus, Key Strategies & Plans, SWOT, Trends & Growth Opportunities, Market Outlook

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Abstracts

The 2021 annual edition of the report analyses the overall strategy focus and provides comprehensive analysis of the Strategies & Plans being conceptualized & likely to be pursued by Rolls Royce Holdings plc for the military aviation segment for the near to medium term horizon with Rolls Royce gearing up for the development of a dedicated propulsion system for the U.K.'s upcoming, ambitious sixth generation fighter program, Tempest as a long term growth avenue while also eyeing the upcoming engine replacement program for the in-service fleet of B-52s while facing stiff competition from GE and Pratt & Whitney in the three-way high stakes battle.

The Global Military Aircraft Turbofan engines market has been on a growth trajectory propelled by an unprecedented resurgence witnessed in defense spending over the recent years with the evolution of geopolitical dynamics & equations with a major shake-up of the traditional rules based world order with a militarily ascending China and a resurgent Russia. The Global Defense spending has been on a major upswing led by the return to great power competition amongst leading geopolitical powers spearheaded by the R&D led technological evolution. The realignment of U.S. defense spending focus on competing with near peer adversaries and maintaining its traditional overmatch over adversaries has accelerated the pace of replacement of ageing equipment marked by the award of several new defense contract awards over the recent years which remain a key focus area for the industry given their strategic nature, scale as well as scope & long term horizon. The rapid development of the B-21 Raider LRSB program apart from the contract awards for the T-7 Red Hawk Trainer and the MQ-25 Stingray UAS programs are prime examples of this defense renaissance with many upcoming

defense programs still in the offing especially the big ticket JMR-FVL program geared towards development of next generation rotorcrafts.

The developmental efforts on the sixth generation combat aircraft programs across Europe have been led by the Dassault-Airbus team working on the Franco-German joint FCAS program while negotiating frequent impasses apart from the U.K. which has been actively pursuing the ambitious, Tempest aircraft program. The U.S. efforts on the 6th gen fighter have been led by the NGAD program which is still in the nascent stages. The outbreak of COVID-19 pandemic globally in early 2020 has had an unprecedented impact on the world economy which has put tremendous pressure on government finances across most parts of the world with the same also likely to impact defense spending across traditional markets over medium term while defense budgets across nations in the Asia-Pacific region are projected to retain their original, pre-COVID growth trajectories. Further, strategic & long term programs are unlikely to be impacted by the economic pressures across most parts of the world going forward.

Against this rapidly evolving industry and market backdrop; the report provides a comprehensive analysis on the company starting with a detailed business and financial snapshot, incorporating charts, tables and analysis based on latest financial statements. An insightful & comprehensive SWOT framework analysis is also provided; 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 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 comprehensive market outlook for the global military aviation turbofan engines market for the medium term horizon.

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 processes

Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans

Identification of & Insights into Potential Growth Opportunities & Avenues

Market Evolution & Demand Growth Projections over Medium Term

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 the company for
2021

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market
Outlook for 2021

For Whom:-

The report is a niche, key & vital information resource on Rolls Royce holdings, plc and the Global Military Aviation Turbofan Engines Market with its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company and all those with interest & stakes in the Global Aviation Turbofan Engines market and/or the Aerospace & Defense Industry. The report will be extremely useful for:-

Key Decision-Makers

Defense Departments & Program Managers

Defense Procurement Executives

Top Management of Industry Players & Companies

Industry Value Chain, including, OEMs, Suppliers, Vendors, Associated
Equipment Manufacturers & Technology Solutions providers

Existing & potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

PE Firms & Venture Capitalists

Financing & Leasing Companies

Researchers & Educators

PR & Advertising Agencies seeking Industry Clients

Contents

SECTION - 1

Business Structure & Snapshot

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

SECTION – 2

Financial Performance Analysis – Charts & Analysis: Based on Latest Available Financial Results

- 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

SECTION – 3

SWOT Analysis

Sources of Strengths which could be Leveraged

Weaknesses to Overcome & Offset

Opportunities to Capitalize Upon

Threats to Mitigate

SECTION – 4

Strategic Focus & Priorities

SECTION - 5

Key Strategies & Plans

Product Portfolio Strategies & Plans

Service Level Strategies & Plans

Technological and R&D Strategies & Plans

Market Specific Strategies & Plans

Corporate Strategies & Plans

Manufacturing/Production Strategies & Plans

Business Growth Strategies & Plans - Organic & Inorganic

Financial Strategies & Plans

Acquisitions, Strategic Alliances & JVs

Other Strategies & Strategic Initiatives

SECTION – 6

Global Military Aviation Turbofan Engines Market - Force Field Analysis - Analysis of Driving & Restraining Forces and their Overall Dynamics

Driving Forces

Restraining Forces

SECTION – 7

Key Trends

Industry Trends

Market Trends

Technology Trends

SECTION – 8

Key Issues, Challenges & Risk Factors

SECTION – 9

Strategic Market Outlook - Global Military Aviation Turbofan Engines Market - 2020-2034

9.1 Analysis of Emerging Market Scenario

- 9.2 Global Defense Budgetary Expenditure – Analysis
- 9.3 Defense Spending Levels across Key Markets - Top 5 & Top 10 Nations
- 9.4 Global Defense Spending Level - 2020-2025 – Projections
- 9.5 Key Upcoming Defense Programs
- 9.6 Emerging & Game-Changer Technologies
- 9.7 Market Outlook & Growth Projections – Aviation Turbofan Engines – 2020-2034

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