

# Rolls Royce Holdings plc - Strategy Focus, Plans & Outlook for 2016

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## Abstracts

The report analyzes the overall, near to medium term Strategy Focus and provides Insights into the Key Strategies & Plans being conceptualized & pursued by Rolls Royce plc for the near to medium term horizon as the company gears up to deliver on the significant commercial aviation order backlog and works on new engine development programs while pulling up socks to streamline structure, cost base and financials. The Global Aviation Propulsion Market is witnessing significant tailwinds with the commercial aircraft segment in its second golden age marked by record & burgeoning order backlogs for new aircraft programs across most industry OEMs. The growth 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 respectively. The military aviation segment, too, is bound to witness resurgence over near term with improving defense budgetary scenario across most traditional markets.

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 despite near term pressures on order intake across the two OEMs emanating from continued slide in global crude oil prices that are likely to be a dampener for new aircraft orders on economic grounds accompanied by some older aircrafts returning to active service across airlines along-with continued economic issues across key emerging markets, especially, China, Brazil and Russia. Military aviation, too, is likely to witness resurgence over near to medium term driven by a slight to moderate 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 capabilities expansion with significant reduction in operating costs.

Relevance & Usefulness: The report will be useful for:

Inputs for Strategic Planning, Assessment & Decision-Making Processes

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

Near to Medium Term Market Outlook, Inputs on Market Evolution & Growth Projections

Demand Projections for Military & Civil Aviation segments through 2024

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 Company and/or the Global Aviation Propulsion Market and/or Aerospace & Defense Industry. The report will be especially useful for Key Decision-Makers, Program Managers, Military Procurement Managers, Defense Contracting Executives & Departments, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, MRO Services Providers, Aircraft & Helicopter Operators 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.

Key Features:

Provides Macro View and Big Picture Quickly

Visual Representation enables Easy Comprehension

Meetings & Presentation Ready Format

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