

Rolls Royce plc - Aerospace Segment - Strategy Brief - Q1 2014 - Strategic Initiatives, Developments, SWOT, Trends & Outlook

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Abstracts

1. Overview & Rationale:

The report provides comprehensive analysis as well as holistic assessment of the Strategic Initiatives, Strategic Measures, Business & Strategic Developments and Strategic Activities as well as Moves for Rolls Royce plc for Q1 2014, with specific focus on the aerospace segment, and provides an analysis of how they integrate with & fit into the medium term strategic picture & overall business strategy against the backdrop of an evolving industry landscape & recovering global macroeconomic indicators with the industry reeling under the pressure of significant defense spending cuts across most traditional markets while the commercial aviation sector continues to register strong growth driven by significant growth in air traffic.

2. Industry Overview & Backdrop: Robust Demand for Commercial Aircrafts projected over Medium to Long Term driven by Significant Growth in Air Traffic & Technological Innovations while Budgetary Pressures Impact New Aircraft Acquisitions in the Military Segment:

The commercial aircraft industry segment is being driven globally by growing fleet replacement demand across airlines with significant growth in air traffic besides significant technological innovations being offered by key aircraft engine OEMs that are delivering a much more optimized operating economics with 15%-20% better fuel burn rate and reduced CO2 emissions. The latest engine introductions have in turn been the key demand drivers for latest aircraft programs being introduced by OEMs across the commercial & regional segments respectively, namely, the A320 Neo & the A350XWB aircraft family by Airbus Group and the 737 Max from the Boeing's stable. In the

regional segment, the battle amongst Bombardier's C Series & Embraer's E2 Jets intensifies further with the industry moving away from being a traditional duopoly towards oligopoly with the advent of Mitsubishi's MRJ, Sukhoi's SuperJet, Irkut's MS21 & the COMAC's Chinese regional airliner. The battle for market share amongst aircraft engine manufacturers too has been equally fierce with Pratt & Whitney's Geared Turbofan Engine (GTF) pitted right against the GE Snecma duo with their CFM56 Jet Engine series while Rolls Royce's Trent 1000 engine series battles it out with GE's NX engine series over the Boeing 787 Dreamliner program.

The military aircraft segment, on the other contrary is facing a tougher trajectory with significant defense spending cuts underway across most traditional markets impacting new aircraft acquisitions. The industry OEMs are thus readjusting their strategic focus and deploying an array of strategies & plans to partially offset the ongoing pressure on defense segment which has received a significant boost with the Congressional green light for continued development of the next generation jet engine program with allocations to the tune of \$1 billion in the DoD's FY2015 budget request.

The long-term fundamentals for the commercial, regional, business & military aviation segments, however, remain robust with long-term projections by key industry OEMs & Aircraft manufacturers indicating towards healthy demand growth trend led by the single & twin aisle commercial airliners and the large-cabin, long-range business jets segment besides significant growth in air traffic likely to be registered in the Asia-Pacific region which is projected to account for about 34% of global air traffic through 2032 and will drive growth, especially, for the single aisle passenger aircraft segment with the region projected to receive about 36% of the single aisle passenger aircraft deliveries through 2032.

3. Scope of Analysis: Strategic Initiatives, Developments, Plans, SWOT, Key Industry Trends & Force Field Analysis

The report provides Key Insights into the Key Strategic Initiatives, Developments & Plans being pursued by Rolls Royce plc. The report also includes an incisive SWOT framework analysis on the company; which is used extensively for an assessment of the internal as well as external business environment of an organization as part of the 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 concludes by providing comprehensive insights into the key industry trends, issues, challenges, risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis followed by industry outlook for 2014.

4. Relevance & Usefulness: Strategic Business Analysis, Planning & Decision-Making Process

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 as well as Comprehensive Strategic Business Analysis

Assessment of degree of environmental responsiveness as well as strategic orientation

Gaining access to Key Inputs for Strategic Planning & Decision-Making Process

Identification of opportunities which could be capitalized upon

Identification of potential threats in the business environment

Analysis of and Insights into key Strategies & Plans being pursued by the company

Identifying & highlighting areas for Strategic Changes, Adjustments & Realignment

Gaining a Strategic Perspective on the Business & Strategic Outlook for 2014

Access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2014

5. For Whom: Key Decision-Makers across Industry Value Chain

The report would be essential for those having strategic interest in Rolls Royce plc and the Global Defense & Aerospace Industry & will be especially useful for Key Decision-Makers, Top Management of Companies, OEMs, Suppliers, Distributors, Vendors and other Key Players in the Industry Value Chain as well as existing & potential Investors, Industry & Company Analysts & those associated with the Industry or the Company.

6. Report Highlights: Visual Representation/Orientation with a Slide based Architecture

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations with visual representation & orientation based on a slide architecture, being built on the Microsoft PowerPoint platform; in addition, to being a ready self-reckoner as well as a quick reference guide driving, enabling & ensuring prompt and informed decision making.

7. Key Takeaways: Enhances Scope of Utilization/Application with Visual Representation & Saves Time

This PowerPoint architecture based report provides high readability & ease of navigation and saves significant amount of time by saving the end-user the effort of sifting through voluminous pages of text besides enhancing the scope of retention, immediate utilization & application of analysis with visual representation and incorporation of relevant images to support & supplement the analysis.

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Industry Outlook for 2014

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