

Rolls-Royce plc - Strategy Dossier - 2015 - Key Strategies, Plans, SWOT, Trends & Strategic Outlook

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Abstracts

INTRODUCTION, INDUSTRY BACKDROP & REPORT OVERVIEW:

The report provides comprehensive insights into the Strategic Positioning, Strategic Priorities, Strategic Responsiveness and Key Strategies & Plans for Rolls Royce plc based on a holistic assessment as well as comprehensive analysis of Business Activities, Strategic Initiatives, Strategic Measures, Business & Strategic Developments and Strategic Moves against the backdrop of an evolving industry landscape with the global aviation propulsion sector on the brink of a technological leap with decades of research on technological evolution by key industry OEMs transpiring into next generation of aerospace propulsion systems that have been amongst the key drivers of significant replacement demand underway across the commercial & regional aviation segments of-late with their optimized operating economics besides significant reduction in emissions as well as noise levels.

Amongst engine manufacturers, CFM & Pratt & Whitney have been at the forefront of this R&D driven battle for supremacy of the regional & narrow-body segments of the aviation industry with their LEAP (Leading Edge Aviation Propulsion) & Geared Turbofan (GTF) engine technologies respectively while Rolls Royce & GE wage a pitched battle in the wide body segment, especially, over the Boeing's 787 Dreamliner program variants with GE maintaining a significant lead over Rolls Royce while the 777X program has gone GE's way while Rolls Royce spearheads the Airbus's A350XWB & A330neo aircraft programs as a single source engine supplier with increasing polarization amongst American & European OEMs as well as engine manufacturers.

The demand for commercial aircrafts globally is being driven by growing fleet

replacement demand across airliners propelled by significant growth in air traffic, projected to grow at 5% CAGR through the early 2030s and technological innovations, especially, next-generation aircraft engines delivering an optimized operating economics with a 15%-20% enhanced fuel efficiency along-with significantly reduced emissions and enhanced aerodynamic efficiency. Introduction of new engine programs by almost all key manufacturers featuring cutting-edge technologies & radical innovations have in turn been the most significant demand driver for the latest aircraft programs introduced by OEMs.

In the military aerospace segment, the support for continued development of the next generation jet engine program and the approval for the USAF's next generation bomber program, with allocations to the tune of \$1 billion in the DoD's FY2015 budget request for the engine program itself, is likely to give a significant boost to the engine manufacturers and potentially open up strategically significant growth avenues over medium term.

SCOPE OF ANALYSIS:

The report provides Key Insights into Strategies & Plans being conceived, implemented & pursued by Rolls Royce plc for the medium term horizon. This report on Rolls Royce plc also includes an insightful 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 2015.

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:

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 2015

Access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2015

FOR WHOM:

The report is a niche, key & vital resource on the Business Strategy Domain given its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company & the Global Aerospace & Defense 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, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists & all those associated with the Global Aerospace & Defense Industry.

REPORT HIGHLIGHT:

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

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Strategic Outlook

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