

# **Safran SA - Decennial Strategy Dossier - The Decade from 2010 to 2019 - Strategy Focus, Evolution, Progression & the Path Ahead to the 2020s**

<https://marketpublishers.com/r/SCBD894E4949EN.html>

Date: April 2020

Pages: 50

Price: US\$ 575.00 (Single User License)

ID: SCBD894E4949EN

## **Abstracts**

This Decennial Strategy Review, published at the turn of the decade, reviews the strategy evolution & progression for Safran SA through one of the most profitable decades for the Global Commercial Aviation market with the market continuing with its unbroken supercycle driven by strong tailwinds emanating from a multitude of favorable, demand side factors led by robust growth in passenger air traffic, decent global macroeconomic growth and a favorable crude oil price environment prevailing through most of the decade which has bolstered airlines profitability as well as driven fleet expansion led by the LCC segment. Supply side factors, led by the development & introduction of new & re-engined aircrafts by the industry OEMs, incorporating new, high bypass turbofan engines have stimulated replacement demand with technological evolution by the industry, focused on performance, safety, comfort and optimized operating economics, further catalyzing fleet replacement activity across airlines groups globally.

This decennial review, thus, takes a macro view of the strategic developments and reviews the strategy pursuits & execution by the company over the 2010-2019 period and assesses its strategic significance as well as business impact & outcome for the company at the turn of the decade with a look at the road ahead. The report, therefore, is going to be quintessential & a must have for those looking for a longitudinal view, perspective and analysis on the company from a strategy perspective.

### **Report Excerpt**

The report analyzes and reviews the strategic path taken by Safran through the decade ending in 2019, led by the massive acquisition spree the group has been on over the

recent years underpinning its inorganic growth strategy which now positions the group as amongst the leading global T1 aerospace suppliers with the latest JV with Boeing for joint manufacturing of APUs further enhancing the same. Safran, under CFM, its longstanding JV with GE, has dominated the global medium thrust aircraft propulsion market for decades now, led by the company's iconic CFM56 engine program. The development of the LEAP engine family, to take on Pratt & Whitney's GTF, and transitioning its global industrial footprint successfully from CFM56 production to LEAP engines production with achieving rapid production rate ramp up to full scale, scheduled for 2020, have been the key strategic focus for Safran over the recent years. Additionally, development of electric & hybrid-electric propulsion systems for commercial aviation & the urban air mobility market are going to be the key long term growth opportunities for Safran going forward. Further, managing things in a very difficult & challenging commercial aviation market environment post the outbreak of COVID-19, with most key global economies projected to go into recession for 2020, will be critical for the company over near term.

#### Relevance & Usefulness

Provides a macro view and longitudinal analysis & review from a strategy perspective quickly

Comprehensive review of the strategic decisions by the company through the decade & the road ahead

Unique, niche, focused & rooted deeply in the Strategy Domain

Strategic Planning & Decision-Making process

Analysis of Strategy outlook for the company for the near to medium term horizon

Based on Microsoft PowerPoint platform being custom-built for Meetings & Presentations

#### For Whom:

The report is a niche, key and vital information resource on Safran SA with its unique disposition & strategy focus. The report would be quintessential for those having

strategic interest in the Company, and/or the Global Commercial Aircraft Turbofan Engines market and will be especially useful for Key Decision-Makers, Program & Project Managers, Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Airlines Groups, MRO 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, Financing & Leasing Companies, Researchers and all those associated with the industry.

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