

Strategic Factor Analysis Summary (SFAS) Framework Analysis - 2015 - World's 4 Leading Aircraft Engine Manufacturers - Pratt & Whitney, GE Aviation, Rolls-Royce, Safran

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Abstracts

The report provides comprehensive analysis as well as strategic insights into the overarching strategic positioning of the World's 4 leading Aircraft Engine manufacturers through a Strategic Factor Analysis Summary (SFAS) framework analysis incorporating a holistic assessment as well as comprehensive analysis of the Business Structure, Strategic & Market Positioning, Portfolio Performance, Business Strategies & Plans and degree of Environmental & Strategic Responsiveness against the backdrop of an evolving industry landscape & shifting global dynamics 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.

Against this backdrop, the report provides a comprehensive Strategic Factor Analysis Summary (SFAS) framework analysis on each of the world's 4 leading aircraft engine manufacturers and provides an overall SFAS score based on each company's strategic positioning with reference to current & emerging market dynamics as well as industry trends and the degree of responsiveness to its internal & external environment respectively. The report also provides a comparative ranking of the 4 aircraft engine manufacturing companies with reference to their SFAS scores, thereby, making it especially useful for competitive analysis & benchmarking purposes.

The framework generates an insightful snapshot of the prevailing, overall strategic equation for each company by identifying, weighing, prioritizing & ranking strategic factors present in the internal & external environment through an Internal Factor Analysis Summary (IFAS) matrix followed by an External Factor Analysis Summary (EFAS) matrix based on their strategic significance & potential degree of impact along-with each respective company's corresponding degree of responsiveness to those factors. SFAS, as a framework, thus, scores over the traditional SWOT analysis framework, in terms, of its ability to quantify strengths, weaknesses, opportunities & threats respectively based on the potential degree of effect of each strategic factor being analyzed and the company's commensurate degree of responsiveness to that, thereby, making it much more effective from the perspective of strategic planning and from a competitive assessment & analysis standpoint with the creation of a quantitative strategic snapshot on the company.

The demand for commercial aircrafts globally is being driven by growing fleet replacement demand across airlines propelled by significant growth in air traffic 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.

The technological & innovation focus across engine manufacturers has been varying, ranging from Geared Turbofans to Material Science Innovations, aimed at delivering enhanced operating & fuel efficiencies. Pratt & Whitney, making a strong comeback to the narrow-body aircraft segment, dominated by CFM, has been focusing on & basing its overall technology strategy on the Geared Turbofan (GTF) technology while the segment leader in narrow body, CFM, has been focusing on incorporation of material science innovations over its LEAP engine program, which marks CFM's first major, comprehensive renewal of its core engine portfolio in over 4 decades. The LEAP engine program leverages GE's significant experience & capabilities in military aircraft engines domain, built over the decades, to match the enhanced efficiencies offered by the GTF technology which has made significant inroads in the regional segment of-late with success over a number of latest aircraft programs. Rolls Royce, too, has chosen to go the GTF way with its plans to develop two next-generation engine cores featuring GTF technology to augment its case & protect its 50% market share in the wide body segment and plans to re-enter the narrow body segment.

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.

RELEVANCE & USEFULNESS OF THE REPORT:

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, Competitive Assessment & Analysis and Benchmarking Exercise

Identification of Key Strategic Factors classified & categorized under Strengths, Weaknesses, Opportunities & Threats for each company along-with their Quantitative Weights indicating Strategic Significance of each respective Factor through a Strategic Factor Analysis Summary (SFAS) Matrix.

Generation of an overall Strategic Equation & Quantified SFAS score for each company based on analysis of Strategic Positioning and Market Dynamics.

Assessment & evaluation of each Company's Degree of Responsiveness and Strategic Orientation towards Internal & External Environmental factors as assessed through the Internal & External Factor Analysis Summary (EFAS) Matrices.

Relative/Comparative Ranking of the 4 Companies based on their SFAS scores and strategic analysis.

Identifying & highlighting areas for making potential Strategic Changes, Adjustments & Realignment.

Gaining a Strategic Perspective on the Business & Strategic Outlook for each company.

Gaining access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook.

Analysis of Forces Driving as well as restraining the Industry & their overall Dynamics

FOR WHOM:

The SFAS Framework analysis report will be essential for those associated with and having strategic interest in the Global Aerospace & Defense industry and any of these companies. The report 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 or any of these companies.

HIGHLIGHT:

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations, 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.

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Strategic Industry Outlook

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