

# **Strategic Factor Analysis Summary (SFAS) Framework Analysis - 2015 - World's 5 Leading Business Jet Manufacturers - Gulfstream, Bombardier, Dassault, Textron Aviation, Embraer**

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## **Abstracts**

The report provides comprehensive analysis as well as strategic insights into the overarching strategic positioning of the World's 5 leading Business Jet 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 business jet demand recovering steadily from the economic crisis and projected to register steady growth & demand resurgence over near term and projected to reach pre-crisis demand levels driven by strong, continued economic recovery underway in the U.S. market & growing demand from emerging markets led by China which is projected to become the world's third largest market for business jets by 2022. The global business jet market registered a significant 12.4% growth for H1 2014 with continued economic recovery in the U.S. market. A total of 318 business jets were registered for H1 2014 with Gulfstream & Bombardier together accounting for almost 50% of the aircraft sales split evenly amongst the two OEMs. Bombardier sold 81 jets while Gulfstream has been narrowing the gap having registered 77 aircraft sales. Gulfstream continues to dominate sales in terms of aircraft billings which stood at \$3.90 billion for H1 2014 as against \$3.15 billion for Bombardier. Strong, continued demand for ultra-long range business jets, spearheaded by the Gulfstream G650 & the latest G500 & G600, Bombardier's Global 7000 & 8000 aircraft family & Dassault's 8X & plans for 9X and introduction of new aircraft programs by all key industry OEMs, incorporating cutting edge technologies & innovations driving enhanced aircraft performance & safety besides optimized

operating economics, are likely to drive & spearhead industry growth over near to medium term. However, stalled recovery in the EU & slowing down of the world economy besides stalling of Brazilian economy and infrastructure issues & political crackdown on conspicuous spending in China pose significant threats over near term.

Against this backdrop, the report provides a comprehensive Strategic Factor Analysis Summary (SFAS) framework analysis on each of the world's 5 leading business jet manufacturing companies 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 5 business jet 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.

## **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 5 Business Jet Manufacturers 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 Business Aviation 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 Business Aviation 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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