

# **Strategy Guide - 2015 - World's 11 Leading Commercial Aviation Companies - Key Strategies & Plans - Airbus, Boeing, Bombardier, Embraer, United Technologies, GE Aviation, General Dynamics, Rolls-Royce, Safran, Honeywell, Thales**

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## **Abstracts**

The Commercial Aviation sector of the Global Aerospace & Defense Industry is witnessing a significant growth phase driven by continued & steady growth in air traffic globally, projected to grow at 5% annually through the early 2030s, spearheaded by emerging markets along with other strong, long-term demand & growth drivers complemented perfectly by the introduction of new aircraft programs by almost all key industry OEMs powered by next generation propulsion systems and featuring a range of other cutting-edge technologies along with commercialization of a range of incremental as well as radical innovations by key players in the global aerospace industry value chain which has been a key driver of major fleet renewals underway across airlines globally. Aviation propulsion is 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. The same is ultimately transpiring into a significant growth avenue for all key industry OEMs marked by burgeoning order backlogs for new aircraft programs. Additionally, the introduction of new wide-body aircraft programs by Boeing & Airbus; incorporating a range of performance enhancement features and delivering optimized operating economics through integration of new, more powerful & highly fuel efficient engines; is enabling airlines globally to open new, untapped markets and pursue potential growth opportunities & avenues effectively.

The commercial aerospace OEMs thus; buoyed by the record order backlogs and having fine-tuned their medium term product portfolio strategies; are focusing their efforts on & planning ways to increase aircraft production rate over near term to meet original delivery schedules and to harness the long-term visibility of their order books effectively through optimization of industrial footprint and enhanced alignment of capital expenditure and allocation of resources with the order book position & demand trend. Apart from OEMs, other key players in the industry value chain, too, are making significant investments towards expansion of their existing industrial base in-line with the planned, significant increase in aircraft production rate across OEMs over near term and aligning & fine-tuning their strategies with emerging as well as latent industry trends & developments. Additionally, with a significant share of demand projected to emanate from emerging markets, led by the Asia-Pacific region which itself is projected to account for more than one-third of new airplane deliveries through 2033; all industry players are likely to achieve further diversification of their global industrial footprint across traditional & emerging markets over medium term.

Against this backdrop, the report provides comprehensive insights into the Key Strategies & Plans being conceived, formulated & implemented by the World's 11 leading Commercial Aviation Companies to harness the significant potential demand growth for new commercial airplanes projected over long term.

## **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 & Decision-Making Process

Comprehensive Strategic & Competitive Assessment and Analysis of Strategy Orientation

Strategic Insights into key Business Strategies & Plans being pursued by the 11 key Industry Players

Gaining a Strategic Perspective on the Business & Strategic Outlook for all key players for 2015

Insights into Current & Emerging Industry Trends & Analysis

Insights into Key Industry Issues, Challenges & Risk Factors

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

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

Gaining a Strategic Perspective on the Industry's Strategic Outlook for 2015

#### **FOR WHOM:**

The report is a niche, key & vital resource on the Business Strategy Domain given its unique disposition & strategic focus on leading Global Commercial Aviation Companies. The report would be quintessential for those having strategic interest in the Global Aerospace Industry or any of these companies & 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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