

Strategy Guide - 2015 - World's 5 Leading Business Jet Manufacturers - Key Strategies & Plans - Gulfstream, Bombardier, Dassault, Textron Aviation, Embraer

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Abstracts

The global business jet market has been recovering steadily from the economic crisis and is projected to register steady growth & demand resurgence over near term and is estimated to reach pre-crisis demand levels driven by strong, continued economic recovery underway across the U.S. & European markets & growing demand from emerging markets led by China which is projected to become the world's third largest market for business jets by 2022. 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.

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.

The strategy focus across business jet makers has varied considerably with the clear bifurcation of the market amongst two distinct segments over recent years with the heavy jets segment witnessing significant demand growth while the light jets segment has been slow to recover which has had variable impact on industry OEMs. Thus, industry OEMs with their product portfolio concentrated & positioned in the upper half of the price & performance spectrum; dominated by Gulfstream & Bombardier followed by Dassault which collectively accounted for over 57% of the market for H1 2014; are strategically positioned to harness these tailwinds effectively while those in the lower half face themselves to be in a significantly disadvantageous position.

Additionally, the industry dynamics are poised for a major transformation over medium term with the potential emergence of the age of supersonic business jets with significant R&D activity underway across Gulfstream & a handful of other niche industry players towards development of a range of cutting edge technologies to achieve sustainable supersonic flight capabilities by 2020.

Against this backdrop, the report provides comprehensive insights into the Key Strategies & Plans being conceived, formulated & implemented by the World's 5 leading Business Jet manufacturers to harness the significant potential demand growth for new business jets projected over medium 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 5 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 Business Jet OEMs. The report would be quintessential for those having strategic interest in the Global Aerospace Industry/Business Aviation sector 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 Industry/Business Aviation sector 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 Outlook

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