

# **Textron Aviation - Annual Strategy Dossier - 2021 - Strategic Focus, Key Strategies & Plans, SWOT, Trends & Growth Opportunities, Market Outlook through 2030**

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## **Abstracts**

The 2021 annual edition of the strategy dossier report analyses the overall Strategy Focus and provides key insights into the Strategies & Plans being conceptualized & pursued by Textron Aviation for the near to medium term horizon in a complex and highly challenging market environment with the global economy reeling under the pressure of COVID-19 pandemic with the global business jet market faring much better than commercial aviation, marking a major departure from the usual trend, witnessing a strong uptick in fleet utilization levels by late 2020 and projected to make a recovery to the pre-COVID levels by mid-2021. Textron Aviation has significantly tightened its grip on the mid & super mid-size segments of the business aviation market with the success of the Citation Latitude & Longitude programs over the years while maintaining its strong market positioning & product portfolio in the general aviation market, led by the Cessna & Beechcraft line-up, and is looking to diversify its presence further by targeting adjacent market segments.

Against this backdrop, the report provides a comprehensive analysis on the company starting with a detailed business and financial snapshot, incorporating charts, tables and analysis based on latest financial statements. An insightful & comprehensive SWOT framework analysis is also provided; which is used extensively for scanning, assessment & analysis of the internal as well as external business environment of an organization as part of strategic planning process. The framework generates a snapshot of the company's inherent strengths & weaknesses as part of the internal environment assessment and outlines potential growth opportunities as well as threats as part of the external environment assessment.

The report also incorporates analysis & review of key market, technology & industry trends along with issues & challenges which are likely to impact and shape industry's future over near to medium term. The report also identifies key driving & restraining forces for the industry & assesses their potential degree of impact through a force field analysis. The report concludes by providing a comprehensive outlook & demand growth projections for the Global Business Jet market encompassing key market segments & key geographic markets & regions over medium term.

**Relevance & Usefulness:**

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 & Decision-Making process

Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans

Identification of & Insights into Potential Growth Opportunities & Avenues

Market Evolution & Demand Projections for Light, Medium & Heavy Jets Segments through 2030

Demand Projections for Business Jets across Key Geographic Markets & Regions through 2030

Assessing potential impact of emerging Market Trends & Developments

Contingency planning for current Strategies & Programs

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

Strategic Perspective on the Business & Strategic Outlook for the company for 2021

## Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market Outlook for 2021

### **For Whom:**

The report is a niche, key and vital information resource on Textron Aviation with its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company and/or Global Business Aviation 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, 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. 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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