

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.

Contents

SECTION - 1

Business Structure & Snapshot

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Product Portfolio - Major Product Platforms, Programs and Key Competitors
- f) Market Capitalization/Ownership Structure
- g) Key Executives
- h) Shareholding/Ownership Pattern & Structure

SECTION – 2

Financial Performance Analysis – Charts & Analysis: Based on Latest Available Financial Results

1. Revenue Base & Growth Trend
2. Revenues Split by Key Segments
3. Revenues Split by Key Geographic Markets & Regions
4. Gross Earnings & Margin Trend
5. Operating Earnings & Operating Margin Trend
6. Return on Sales Trend
7. Profitability Growth Trend
8. Cash Flow from Operations
9. R&D Expenditure Trend
10. CAPEX Trend
11. Order Intake & Aircraft Deliveries Trend
12. Order Backlog Position

SECTION – 3

SWOT Analysis

- Sources of Strengths which could be Leveraged
- Weaknesses to Overcome & Offset
- Opportunities to Capitalize Upon
- Threats to Mitigate

SECTION – 4

Strategic Focus & Priorities - Key Areas likely to be focused upon in 2021

SECTION - 5

Key Strategies & Plans

- Product Portfolio Strategies & Plans
- Service Level Strategies & Plans
- Technological and R&D Strategies & Plans
- Market Specific Strategies & Plans - Traditional & Emerging Markets
- Corporate Strategies & Plans
- Sales, Marketing & Branding Strategies and Plans
- Manufacturing/Production Strategies & Plans
- Business Growth Strategies & Plans - Organic & Inorganic
- Financial Strategies & Plans
- Acquisitions, Strategic Alliances & JVs
- Other Strategies & Strategic Initiatives

SECTION – 6

Global Business Jet Market - Force Field Analysis - Analysis of Driving & Restraining Forces and their Overall Dynamics

- Driving Forces
- Restraining Forces

SECTION – 7

Key Trends

- Industry Trends
- Market Trends
- Technology Trends

SECTION – 8

Key Issues, Challenges & Risk Factors

SECTION – 9

Global Business Jet Market - Strategic Market Outlook through 2030

1. Analysis of Emerging Market Scenario for Business Jets
2. Global Demand Outlook for Business Jets - Forecast to 2030
3. Global Demand Projections for Key Market Segments: 2021-2030 – Based on Aircraft Size (Light, Medium & Heavy Jets)
4. Demand Projections for Key Geographic Markets & Regions: 2021-2030

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