

# **Textron Aviation - Decennial Strategy Dossier - The Decade from 2010 to 2019 - Strategy Focus, Evolution, Progression & the Path Ahead to the 2020s**

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## **Abstracts**

This Decennial Strategy Review, published at the turn of the decade, reviews the strategy evolution & progression for Textron Aviation through one of the toughest & most turbulent decades for the business aviation industry following the global financial crisis of 2008 which marked the beginning of the paradigm shift for the market, in terms of recalibration of usual, pre-crisis demand levels, shift in preference for aircraft types with the advent of the era of heavy jets, development & introduction of new aircrafts models by the OEMs to stimulate demand and technological evolution by the industry focused on performance, safety, comfort and optimized operating economics. This decennial review, thus, takes a macro view of the strategic developments and reviews the strategy pursuit & execution by the company over the 2010-2019 period and assesses its strategic significance as well as business impact & outcome for the company at the turn of the decade. The report, therefore, is going to be quintessential & a must have for those looking for a longitudinal view, perspective and analysis on the company from a strategy perspective.

### **Report Excerpt**

The report analyzes and reviews the strategic path taken by Textron Aviation for its business aircraft division through the decade ending in 2020 led by the marked shift in strategy & focus towards medium jets beginning in very early part of the decade, which led to the development of the game changer Citation Latitude & Longitude programs, which have truly redefined the medium jets market altogether with their features and overall market proposition. Further, the acquisition of Hawker Beechcraft earlier has positioned Textron Aviation further strongly for future in the light and medium jets segment of the global business jet market, which having managed the headwinds

extremely well, is marking very strong signs of demand resurgence, at the turn of the decade, with 2019 turning out to be one of the best years for the industry in a long time with robust growth in aircraft deliveries as well as billings registered by the industry.

### Relevance & Usefulness

Provides a macro view and longitudinal analysis from a strategy perspective quickly

Comprehensive review of the strategic decisions by the company through the decade & the road ahead

Unique, niche, focused & rooted deeply in the Strategy Domain

Strategic Planning & Decision-Making process

Analysis of Strategy outlook for the company for the near to medium term horizon

Based on Microsoft PowerPoint platform being custom-built for Meetings & Presentations

### For Whom:

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

## Contents

### SECTION - 1

Business Structure & Snapshot - Current

- 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: Evolution from 2010 through 2019

- 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

Strategy Focus, Evolution & Progression through the Decade – Core and Key Areas focused upon by the Company over the 2010-2019 Period

### SECTION - 4

Key Strategies, Initiatives & Developments - 2010-2019

Product Portfolio Strategies & Developments

Service Level Strategies & Developments  
Technological and R&D Strategies & Developments  
Market Specific Strategies & Developments - Traditional & Emerging Markets  
Corporate Strategies & Developments  
Sales, Marketing & Branding Strategies and Developments  
Manufacturing/Production Strategies & Developments  
Business Growth Strategies & Developments - Organic & Inorganic  
Financial Strategies & Developments  
Acquisitions, Strategic Alliances & JVs – Developments through 2010-2020  
Other Strategies, Strategic Initiatives & Developments

## **SECTION – 5**

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

## **SECTION – 6**

Key Trends  
Industry Trends  
Market Trends  
Technology Trends

## **SECTION – 7**

Key Issues, Challenges & Risk Factors

## **SECTION – 8 – BUSINESS OUTLOOK FOR THE COMPANY – 2020 AND NEAR TERM**

## **SECTION – 9 – THE PATH AHEAD**

Global Business Jet Market - Strategic Market Outlook through 2029  
1. Analysis of Emerging Market Scenario for Business Jets  
2. Global Demand Outlook for Business Jets - Forecast to 2029  
3. Global Demand Projections for Key Market Segments: 2020-2029 – Based on Aircraft Size (Light, Medium & Heavy Jets)

#### 4. Demand Projections for Key Geographic Markets & Regions: 2020-2029

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