

# Textron Aviation - Strategy Dossier - 2016 - Key Strategies, Plans, SWOT, Trends & Outlook

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## Abstracts

The global market for business jets was valued at worth \$21.5 billion, as of 2014 and is projected to grow at 2.8% CAGR through 2033. The demand for business jets continues to recover steadily with aircraft delivery numbers in 2014 registering a 6.5% year on year growth. The business jet delivery numbers for H1 2015, however, have not been as optimistic with aircraft deliveries & aircraft billings declining by 4.1% & 4.6% respectively with the industry impacted by volatility in global markets & continued consolidation in the energy sector.

However, long term demand drivers & market fundamentals for business jets remain robust & firmly in place indicating towards sustained, steady demand growth for business jets over medium to long term. Additionally, the market dynamics for business jets are likely to witness major transformation with the era of supersonic business jets likely to become a reality towards the early 2020s with a number of industry OEMs, led by Gulfstream, actively pursuing R&D towards development of a range of supersonic flight technologies capable of enabling feasible supersonic flights while meeting regulatory requirements simultaneously.

Against this backdrop, the report analyzes the overall strategy focus and provides Insights into & Comprehensive analysis of the Strategies & Plans being conceptualized & pursued by Textron Aviation for the medium term horizon. The report also includes an insightful & comprehensive SWOT framework analysis on the company; 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 of key industry trends, issues & challenges, risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis. The report concludes by providing comprehensive market outlook over medium term with overview of demand projections across aircraft segments & key geographic markets & regions.

**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

Identification of & Insights into Potential Growth Opportunities & Avenues

Analysis of Medium Term Strategy Focus and Key Strategies & Plans

Market Evolution & Demand Projections for Light, Medium & Heavy Jets Segments through 2024

Demand Projections for Business Jets across Key Geographic Markets & Regions through 2024

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 2016

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2016

## For Whom:

The report is a key information resource on Textron Aviation given 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 or any of these companies.

## **Features, Benefits & Reasons to Procure:**

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation enables Easy Comprehension

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

## 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:

- 1. REVENUE BASE & GROWTH TREND
- nbsp; 2. REVENUES SPLIT BY KEY SEGMENTS
- nbsp; 3. REVENUES SPLIT BY KEY GEOGRAPHIC MARKETS & REGIONS
- nbsp; 4. GROSS EARNINGS & MARGIN TREND
- nbsp; 5. OPERATING EARNINGS & OPERATING MARGIN TREND
- nbsp; 6. RETURN ON SALES TREND
- nbsp; 7. PROFITABILITY GROWTH TREND
- nbsp; 8. CASH FLOW FROM OPERATIONS
- nbsp; 9. R&D EXPENDITURE TREND
- nbsp; 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

## 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 – 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

- Market Trends
- Technology Trends

## **SECTION – 7**

Key Issues, Challenges & Risk Factors

## **SECTION – 8**

Global Business Aviation Market; Strategic Outlook through 2024

1. ANALYSIS OF EMERGING MARKET SCENARIO FOR BUSINESS JETS
2. GLOBAL DEMAND OUTLOOK FOR BUSINESS JETS; FORECAST TO 2024
3. GLOBAL DEMAND PROJECTIONS FOR KEY MARKET SEGMENTS: 2015-2024 – BASED ON AIRCRAFT SIZE (LIGHT, MEDIUM & HEAVY JETS)
4. DEMAND PROJECTIONS FOR KEY GEOGRAPHIC MARKETS & REGIONS:

2015-2024

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