

# **Textron Aviation - Strategy Dossier - 2017 - Strategic Focus & Priorities, Key Strategies & Plans, SWOT, Trends & Challenges, Market Outlook**

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## **Abstracts**

The Global Business Jet market continuing to face & brave a challenging, complex & uncertain global macroeconomic environment marked by disparate economic conditions across traditional & emerging markets, significant downturn in the global energy sector impacting oil driven economies significantly and economic weakness as well as difficult conditions prevailing across key emerging market economies with all the factors collectively impacting the global demand for business jets which traditionally has a strong correlation with global economic cycles. The industry OEMs continue to face significant competitive intensity in a difficult market scenario and are engaged in a virtual pitched battle over pricing in a oversupply driven market scenario with additional pressures from pre-owned aircraft inventory. However, utilization of business jet platforms for potential ISR & EMS applications, like for the USAF's upcoming JSTARS program, may provide ancillary growth avenues to the industry. The long term prospect for the business jet market, thus, remain robust & firmly in place with the technological landscape continuing to evolve as the industry continues to work diligently towards making the era of supersonic business jets a reality by early next decade.

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

Analysis of 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 2025

Demand Projections for Business Jets across Key Geographic Markets & Regions through 2025

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 2017

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market Outlook for 2017

### For Whom:

The report is a key information resource on Textron Aviation 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 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

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*Textron Aviation - Strategy Dossier - 2017 - Strategic Focus & Priorities, Key Strategies & Plans, SWOT, Trend...*

1. ANALYSIS OF EMERGING MARKET SCENARIO FOR BUSINESS JETS
2. GLOBAL DEMAND OUTLOOK FOR BUSINESS JETS FORECAST TO 2025
3. GLOBAL DEMAND PROJECTIONS FOR KEY MARKET SEGMENTS: 2016-2025 –  
BASED ON AIRCRAFT SIZE (LIGHT, MEDIUM & HEAVY JETS)
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