

Textron Aviation - Strategy Focus, Plans & Outlook for 2016

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Abstracts

The report analyzes the overall, near to medium term Strategy Focus and provides Insights into Key Strategies & Plans being conceptualized & pursued by Textron Aviation as the company continues to work with strategic product portfolio expansion to expand its presence in the medium & super midsize jet segments, as highlighted by the announcement of Citation Hemisphere as of-late and continued expansion of market presence across key international markets which are likely to continue over the medium term horizon. The Global Business Jet market continues to make slow demand recovery spearheaded by continued economic recovery underway in the U.S., the introduction & certification of new business jet programs ,especially, in the super midsize segment by industry OEMs and continued, strong demand preference for heavy jets. The report also incorporates business and financial analysis on the company besides analyzing likely market evolution over near to medium term. The report concludes by providing comprehensive market outlook over medium term with demand projections across aircraft segments & key geographic markets & regions which indicates difficult demand projections for 2016 and 2017 with a weaker global macroeconomic outlook and complex as well as challenging global geo-political environment. However, services, especially, systems upgrade, MRO & aircraft customization are likely to drive slight to moderate growth over near term. The market demand for business jets is likely to improve slightly in 2017 and significantly from 2018 onwards.

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:

Inputs for Strategic Planning & Decision-Making process

Analysis of Near to 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

Contingency planning for current Strategies & Programs

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

For Whom:

The report will be essential for those having strategic interest in the Global Business Aircraft Market. The report will be especially useful for Key Decision-Makers, Program Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, MRO Services Providers, Business Jet Operators, Flight Simulator Manufacturers 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.

Key Features:

Provides Macro View and Big Picture Quickly

Visual Representation enables Easy Comprehension

Meetings & Presentation Ready Format

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