

# **World's 6 Leading Business Jet Manufacturers - Strategic Initiatives, Developments & Focus - Q1-Q3 2012 - Gulfstream, Bombardier, Dassault, Embraer, Cessna, Hawker Beechcraft**

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## **Abstracts**

### **STRATEGIC RATIONALE**

The report brings to forefront & provides key insights as well as an incisive perspective through a comprehensive analysis of the Strategic Initiatives as well as Developments of these 6 leading Global Business Jet manufacturing companies (Gulfstream, Dassault, Bombardier, Cessna, Embraer, Hawker Beechcraft) against the backdrop of an evolving industry landscape; marked by difficult overall market conditions with global demand & jet deliveries across all 6 key OEMs improving but still staying below the pre-crisis levels while the fleet utilization levels make a strong comeback amid uncertain & difficult overall macroeconomic conditions prevailing across almost all key global markets as the U.S. economy continues on its recovery path; the Euro-zone debt crisis refuses to abate & the slump in Chinese economic growth with the focus on combating inflation. The buyers, on the other hand, continue to be cautious with their investment & purchase decisions while the inventory pile-up of used aircrafts continues to be a dampener with the market poised to ameliorate gradually with demand poised to steadily pick-up only from late 2012. The OEMs are in the meanwhile building capacity for a demand spurt anticipated during the later part of the current decade, developing new platforms & technologies, strengthening and extending global sales, service & support infrastructure with a strong focus on the Asia-Pacific region and looking optimistically at the opening of Chinese low altitude air space as the potential window of opportunity.

### **RELEVANCE & USEFULNESS:**

The report will provide & will be useful for:

Thus, amid the prevailing environmental uncertainty the report will provide & will be useful for:

Comprehensive Strategic & Competitive Assessment of these 6 Key Industry Players

Identification & Analysis of Imminent Market Opportunities & Emerging Potential Threats

Relative Assessment of Strengths & Weaknesses of each company

Assessment & Evaluation of degree of responsiveness to the external environment

Identification of Opportunities which could be capitalized upon by each company

Identification of Potential Threats in the business environment specific to each player

Insights into key Business Strategies & Plans being pursued by each company

Identifying & Highlighting areas for Potential Strategic Adjustments & Realignment

Gaining access to Key Industry as well as Market Trends & Insights

Analysis of Forces Driving as well as restraining the Industry & their overall Dynamics

## **FOR WHOM:**

The report would be essential for those having strategic interest in the Global Business Aviation Industry or any of these companies & will be especially useful for key decision makers, top management of companies, suppliers, vendors, current & potential investors, industry & company analysts & those associated with the industry or the

company.

**HIGHLIGHT:**

The report is comprehensive yet concise & compact at the same time; built on the Microsoft PowerPoint platform; thus, rendering it custom-built for meetings & presentations while enabling & ensuring prompt and informed decision making as a ready self-reckoner.

**COMPANIES INCLUDED IN THE REPORT:**

Gulfstream Aerospace Corporation

Dassault Aviation

Bombardier Inc.

Embraer S.A.

Cessna Aircraft Company

Hawker Beechcraft Corporation

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