

# World's 6 Leading Business Jet Manufacturers- Key Strategies, Plans, SWOT, Trends & Outlook for 2012

<https://marketpublishers.com/r/W2B49008F63EN.html>

Date: March 2012

Pages: 72

Price: US\$ 1,275.00 (Single User License)

ID: W2B49008F63EN

## Abstracts

This Strategic report is a complete Strategy Dossier and provides comprehensive analysis & key insights into the strategic business aspects of these 6 leading Global Business Jet manufacturing companies (Gulfstream, Dassault, Bombardier, Cessna, Embraer, Hawker Beechcraft) based on a comprehensive assessment of their strategies & outlook 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 are still way 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 to be sluggish, the Euro-zone debt crisis refusing to abate & the slump in Chinese economic growth with the focus on combating inflation. The buyers, on the other hand, defer their investment & purchase decisions to a more stable & viable regulatory environment 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 report will provide & will be useful for:

Strategic Planning, Competitive Analysis & Benchmarking Exercise

Comprehensive Strategic & Competitive Assessment & Analysis for each Company

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

Relative Assessment of Strengths & Weaknesses of each player

Assessment & Evaluation of degree of responsiveness to the external environment

Identification of Opportunities which could be capitalized upon by each OEM

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

Identifying & Highlighting areas for Potential Strategic Adjustments & Realignment

Gaining a Strategic Perspective on the Business & Strategic Outlook for players for 2012

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 enabling & ensuring prompt and informed decision making.

### **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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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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