

Aerospace, Aviation and Defense Market Consolidation: Who will not survive?

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Abstracts

This report is part of the Competitive Analysis Series prepared by LeadingMarketResearch.com to help current suppliers and potential market entrants realistically assess their financial, technological and marketing capabilities in relation to the leading competitors.

The series includes current assessments of more than 1,000 companies worldwide. Depending on the company's business nature and structure, the assessments include all or some of the following analyses: Organization and Management, Acquisitions and Divestitures, Facilities and Employees, Research and Development, Technological Know-How, Key Products, Marketing Capabilities, Financial Results, Strengths and Weaknesses, and Strategic Directions.

The Top 10 report analyzes the following companies:

Airbus

BAE Systems

Boeing

GE Aviation

Leonardo

Lockheed Martin

Northrop Grumman

Raytheon

Safran

United Technologies

Individual company reports \$750.

The report provides significant competitor information, analysis and insight critical to the development and implementation of effective marketing and R&D programs.

In the dynamic and fragmented Aerospace, Aviation and Defense industry, besieged by intense competition and rapid change of technological innovations, the ability to anticipate new product introductions and marketing strategies is particularly important...and can spell the difference between success and failure.

The report's objectives include:

To assist potential market entrants in evaluating prospective acquisitions and joint venture candidates.

To complement organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.

Contents

MARKET OVERVIEW

Growth forecasts by segment and region
Defense spending
Mergers and acquisitions
Commercial aircraft sector
Air travel demand
Passenger traffic forecast
Aircraft production
Global commercial aircraft demand
Global security threats and cyber-attacks
DoD budget and defense products
India defense sector
China defense sector
Japan defense sector
Middle East defense sector
UK defense sector
France defense sector
Europe defense sector

AIRBUS

Overview
Story of transformation
Senior management
Know-how
High customer switching costs
Efficient scale
Entrenched position in Europe
Secure position within top three
Helicopters business
Backlog
Transport aircrafts
International corruption probe
Divestitures
Management changes

BAE SYSTEMS

Overview
UK market
US market
F-35 Lightning II Program
Competitive position
Relationship with the British government
Dominating U.S. land combat vertical markets
Platforms and services
Cyber and intelligence systems
Board of directors and senior management

BOEING

Overview
Commercial aircraft
2016 acquisitions
Services business
KLX acquisition
Wide-body and narrow-body markets
777X program
Senior management and the Board

GE AVIATION

Overview
GE's crown jewel
Wide-body and narrow-body space
Razor-and-blade model
Engines and associated equipment customer integration
Powers and renewables
GE Capital liability
Reputation for quality and service
Latest senior management changes

LEONARDO

Overview

Completed portfolio restructuring and divestitures
Kuwait and Qatar contracts
Helicopter business
EDS division
Strengths and Know-how
Competition
Service revenue
Aeronautics division
Simulation and training courses
International space programs
Five-year revenue forecast
Senior management and the Board

LOCKHEED MARTIN

Overview
Aeronautics segment
Rotary and mission systems
Missiles, fire control and space systems
Franchise programs
Governmental regulatory know-how
Leadership position in combat aircraft, missiles, and helicopters
F-35 program
Sikorsky helicopters
Senior management

NORTHROP GRUMMAN

Overview
Aerospace systems
Mission systems
Technology services
Innovation systems /Orbital ATK acquisition
Mix shift toward cost-plus programs
Engineering expertise
F-35, B-2, and B-21 programs
Senior management

RAYTHEON

Overview

Mergers and acquisitions of the late 1990's
Engineering strength and product knowledge
Integrated defense systems segment
Patriot missile defense system
Space and airborne systems segment
Radars and airborne processors
Intelligence, information, and services segment
Forcepoint business
Management team

SAFRAN

Overview

Aerospace propulsion division
Significant investments in R&D
Leading position in narrow-body market
GE joint venture
Second-largest manufacturer of braking systems and engine nacelles
Strong competitive positions in civil and military aerospace
Aftermarket maintenance and repair
Aircraft equipment segment
Zodiac Aerospace acquisition
Senior management and the Board

UNITED TECHNOLOGIES

Overview

Pratt & Whitney division
Rockwell Collins acquisition
GTF engines
Otis business
Climate, controls, and security business
Aerospace businesses
Expanding aerospace systems service business
CCS' HVAC/Carrier business
Fire and security products
Rockwell acquisition

Senior management and portfolio review

List Of Tables

LIST OF TABLES

- Table 1: Airbus Sales and Operating Profit Growth
- Table 2: Airbus Estimated Worldwide Sales by Division
- Table 3: Airbus Estimated Worldwide Sales by Geographic Region
- Table 4: BAE Systems Sales and Operating Profit Growth
- Table 5: BAE Systems Estimated Worldwide Sales by Division
- Table 6: BAE Systems Estimated Worldwide Sales by Country
- Table 7: Boeing Sales and Operating Profit Growth
- Table 8: Boeing Estimated Worldwide Sales by Division
- Table 9: Boeing Estimated Worldwide Sales by Country
- Table 10: GE Aviation Sales and Operating Profit Growth
- Table 11: GE Aviation Estimated Worldwide Sales by Division
- Table 12: GE Aviation Sales and Operating Profit Growth
- Table 13: GE Aviation Estimated Worldwide Sales by Geographic Region
- Table 14: Leonardo Sales and Operating Profit Growth
- Table 15: Leonardo Estimated Worldwide Sales by Division
- Table 16: Leonardo Estimated Worldwide Sales by Geographic Region
- Table 17: Lockheed Martin Sales and Operating Profit Growth
- Table 18: Lockheed Martin Estimated Worldwide Sales by Division
- Table 19: Lockheed Martin Estimated Worldwide Sales by Customer Category
- Table 20: Northrop Grumman Sales and Operating Profit Growth
- Table 21: Northrop Grumman Estimated Worldwide Sales by Division
- Table 22: Northrop Grumman Estimated Worldwide Sales by Customer Category
- Table 23: Raytheon Sales and Operating Profit Growth
- Table 24: Raytheon Estimated Worldwide Sales by Division
- Table 25: Raytheon Estimated Worldwide Sales by Customer Category
- Table 26: Safran Sales and Operating Profit Growth
- Table 27: Safran Estimated Worldwide Sales by Division
- Table 28: Safran Estimated Worldwide Sales by Geographic Region
- Table 29: United Technologies Sales and Operating Profit Growth
- Table 30: United Technologies Estimated Worldwide Sales by Division
- Table 31: United Technologies Estimated Worldwide Sales by Geographic Region

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