

Textron Aviation Analysis

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Introduction

Textron is a conglomerate with some of the most powerful brands in multiple industries. Bell, E-Z-GO, Cessna, Beechcraft, and Artic Cat are some of the brands that Textron holds. As a global company, Textron strives to provide unparalleled support and service for its customers across all their brands. The five main business segments are Bell, Textron Aviation, Finance, Industrial, and Textron Systems. This report will mainly focus on the strategic issues and analysis of Textron Aviation.

Objective

The focus of this research was to gather information about Textron and perform a complete analysis on their strategic issues. The conclusion provides recommendations that Textron can take based on tools used to evaluate the company and industry.

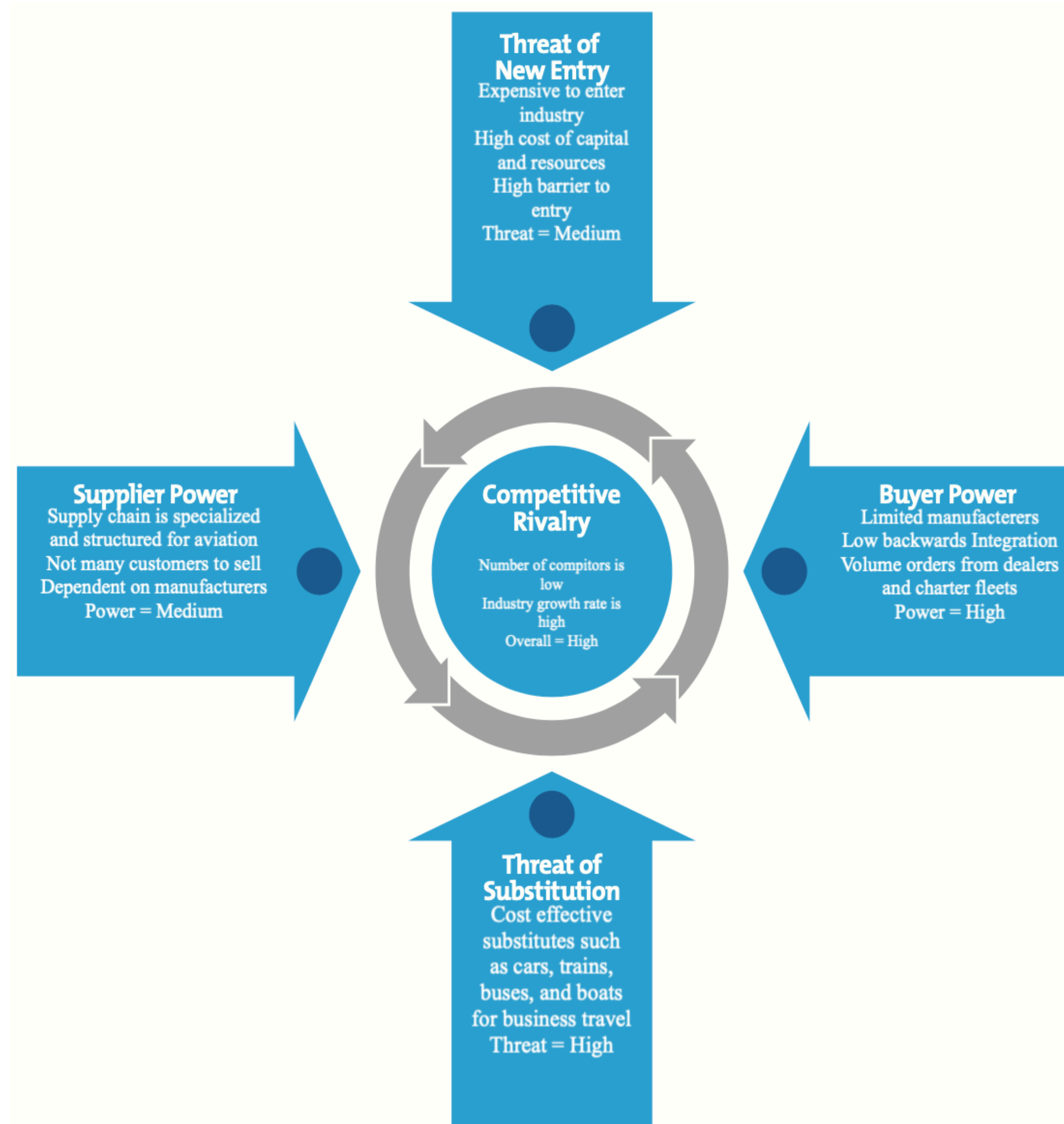
Methods

- Analyze industry and macro-environment pressures Textron Aviation faces
- Apply Porter's Five Forces to determine baseline for industry comparison
- Determine financial strength of Textron and its Aviation segment against competitors by performing a financial analysis

Conclusion

Textron Aviation is in a highly competitive industry. By using Porter's Five Forces it shows that profit margins are very thin. In other words, the business jet segment is highly leveraged and without sales, expenses can be overwhelming. The overall profitability of the industry affects decisions Textron Aviation may face in terms of current and future product lines.

Porter's Five Forces



References

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