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## TEXTRON AVIATION INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Textron Aviation Inc.

**Company Sector :** Aviation

**Operating Geography :** United States, North America, Global

**About the Company :**

Textron Aviation Inc., based in Wichita, Kansas, is the conglomerate Textron's general aviation business unit, which was founded in March 2014 with the acquisition of Beech Holdings, which included the Beechcraft and Hawker Aircraft businesses. The Cessna, which is owned by Textron, is part of the new business unit. Bell, Textron Aviation, Industrial, Textron Systems, and Finance are among the company's five segments. Hundreds of items are produced for customers all around the world in industries such as aerospace and defense, speciality vehicles, lawn care, and fuel systems by the companies. The business is always investing in next-generation products and services to stay competitive. Textron has a global production, sales, and service network that spans more than 25 countries. The company announced on 11 January 2022, that SECO International has signed a purchase agreement for a Bell 505 helicopter and has been appointed as the first Japan dealer for the Bell 505.

Textron Inc.'s USP lies in its being one of the most well-known multi-industry corporations in the world, with well-known brands including Bell, Cessna, Beechcraft, E-Z-GO, Arctic Cat, and others. The mission statement of Textron Aviation reads, " To design and deliver the best aviation experience for our customers".

**Revenue :**

\$12.46 billion - FY ending 30th June, 2022

\$12.38 million - FY ending 30th June, 2021

**SWOT Analysis :**

The SWOT Analysis for Textron Aviation Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Defense segment holds multiple US Army contracts</li> <li>2. Strong portfolio of aircraft, defense, and industrial products</li> <li>3. Aviation segment is globally recognized for excellent customer service</li> <li>4. Good community support response to COVID-19</li> </ul>	<ul style="list-style-type: none"> <li>1. Closing down of manufacturing units due to low demand</li> <li>2. Low global presence compared to competitors</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Establish leadership position in hybrid fuels solutions</li> <li>2. Technological advancements to replace old models</li> <li>3. Strategic acquisitions to expand global footprint</li> </ul>	<ul style="list-style-type: none"> <li>1. Faces high competition to acquire skilled workforce</li> <li>2. Slowdown of global aviation industry due to COVID-19</li> <li>3. Strict regulatory requirements for defense projects</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Textron Aviation Inc. is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Higher defense budgets due to heightened political threats</li> <li>2.Adverse impact of Brexit on aviation sector</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Fluctuations in oil prices due to COVID-19</li> <li>2.Partial rebound for the aviation sector post-pandemic</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Shortage of skilled labor in developed economies</li> <li>2.Fall in commercial air travel due to pandemic</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Innovation in renewable energy systems</li> <li>2.Developing autonomous flight capabilities in future aircrafts</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Rising number of environmental laws and regulations</li> <li>2.Strict regulatory requirements for aircrafts</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Sustainability initiatives to reduce GHG emissions</li> <li>2.Comply with targets set by international bodies and associations</li> </ol>

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