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DASSAULT AVIATION SWOT & PESTLE ANALYSIS

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Company Name : Dassault Aviation

Company Sector : Aerospace and Defence

Operating Geography : France, Europe, Global

About the Company : Dassault Aviation, an aircraft manufacturing company based in France, produces military, regional and business jets. It was established in 1928 by Marcel Bloch as Societe des Avions Marcel Bloch or “MB”. With more than 100 prototypes in last 100 years, the company has delivered more than 10,000 aircraft to 90 countries.

The Company is known for its design, manufacture and sale of combat aircrafts and executive jets. It has Falcon family, Mirage 2000, Rafale and Neuron aircrafts under its portfolio. Dassault Aviation offers a range of services which includes technical support, maintenance and repair of airframe equipment and parts. Dassault aviation’s subsidiaries are located in Europe and Northern America, including DFJ-Little rock, Sogitec Industries, DFJ Wilmington Corp., DFJ Teterboro, Dassault Falcon Service - Le Bourget, Aero-Precision Repair & Overhaul Co., Inc, Dassault Procurement Services Inc., Dassault Aircraft Services and Midway Aircraft Instruments Company.

Dassault aviation’s vision statement reads ““Higher together”: every day, this desire is becoming more of a reality”. Dassault Aviation’s USP or unique selling point lies in being a key player in the French and global aerospace industry having dual expertise in the manufacture of military and business jets.

Revenue :

Adjusted net sales:

EUR 5,084 million – FY ending 31st Dec 2018

EUR 4,876 million – FY ending 31st Dec 2017

SWOT Analysis :

The SWOT Analysis for Dassault Aviation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Dual expertise in civil and military aircrafts and robust business line-up from both sections 2.Centre of the aviation industry ecosystem 3.Invests heavily in talent development 4.Exemplary stability of corporate management 5.Customer Support: Anytime, Anywhere 6.Robust Falcon support network 	<ul style="list-style-type: none"> 1.High percentage of ageing workforce 2.Tarnished brand image due to involvement in large scale scams and tax evasions
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growth in Business Jet Market 2.Expanding the aircraft portfolio 3.Rising adoption of new technologies and venturing into the Space industry, artificial intelligence for tomorrow's air systems 4.Strengthening the A&D supply chain into APAC regions which are poised for strong growth in 2019 and beyond. 5.Future Combat Air System 	<ul style="list-style-type: none"> 1. The US \u2013 China Trade spat 2. Soaring fuel prices

PESTLE Analysis :

The PESTLE Analysis for Dassault Aviation is given below:

Political	Economical
1.World crisis and political situations 2.Expanding government budgets for aerospace and defence needs in APAC regions.	1.Pre-Owned Aircraft Market 2.Rising Fuel Prices
Social	Technological
1.Extending support to the Industrial Ecosystem 2. Shift in demographics, increasing urbanization and need for personalized services.	1.Digitalization, Disruptive Technologies and 3D printing 2.Implementing stringent measures against Cyber frauds 3.Electrification of aircrafts
Legal	Environmental
1.Lengthy period of product certification from aviation authorities 2.Intellectual Property risk 3.In the ire of lobbying and corruption 4.High regulatory requirements	1.Endorsing Sustainable development 2.Climate change and Eco-design

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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