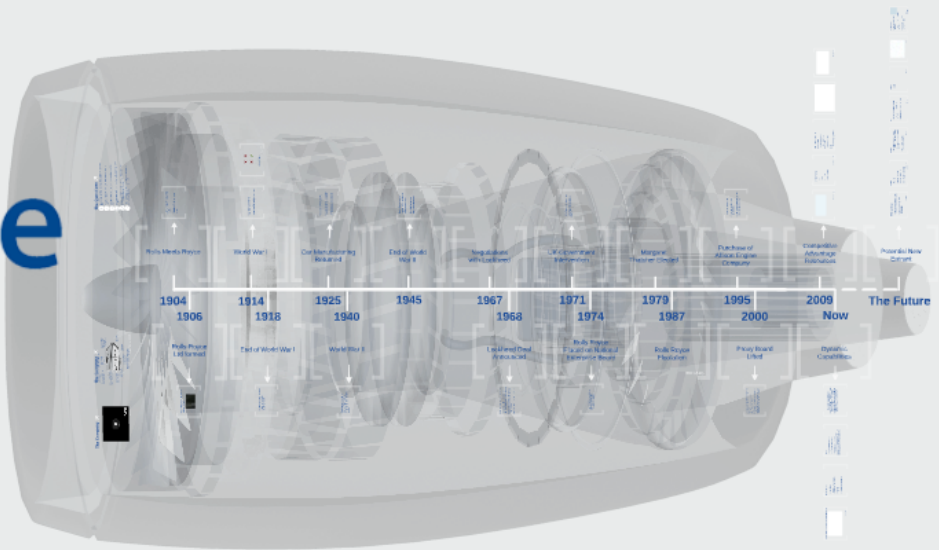




Rolls-Royce

Artur Sverdlichenko 40182853 Fraser McQueen 40082859
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Conclusions
The Rolls-Royce
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It has a long
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References
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Question Time
© The Rolls-Royce
Company



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Rolls Royce

The Questions

- 1. What is the company's mission?
- 2. What are the company's core values?
- 3. What are the company's strategic goals?
- 4. What are the company's key challenges?

The Company

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Rolls Meets Royce

1904
1906

Rolls-Royce Ltd formed

World War I

1914
1918

End of World War I

Car Manufacturing Returned

1925
1940

World War II

End of World War II

1945

Negotiations with Lockheed

1967
1968

Lockheed Deal Announced

UK Government Intervention

1971
1974

Rolls Royce Placed on National Enterprise Board

Margaret Thatcher Elected

1979
1987

Rolls Royce Floatation

Purchase of Allison Engine Company

1995
2000

Proxy Board Lifted

Competitive Advantage Resources

2009
Now

Dynamic Capabilities

Potential New Entrant

The Future

The Company



Rolls Royce (2012)

The Company



Civil aerospace, defense aerospace, marine and energy.

- Long Tradition of Innovation
- More than £1bn R&D spending in 2013
- Partnerships with 28 universities worldwide

- Highly skilled workers
- High labor costs
- Emphasis on training

The Operation Room (2009)

- Operates in four global markets
- Headquarters in London
- 55,000 employees globally
- World's second largest manufacturer of aircraft engines

Rolls Royce Annual Report (2013)

Technical University Kosice (2012)

Support Activities

- Use of a wide range of small suppliers
- Small Businesses programs like (SBIR) & (SBTT)
- Ethical and employment standards

Rolls Royce Supply Chain Transparency (2014)

- Supply Chain Management
- Multiple suppliers
- Multiple materials and parts

Rolls Royce (2010)

- Manufacturing parts
- Manufacturing engines
- Multiple Locations

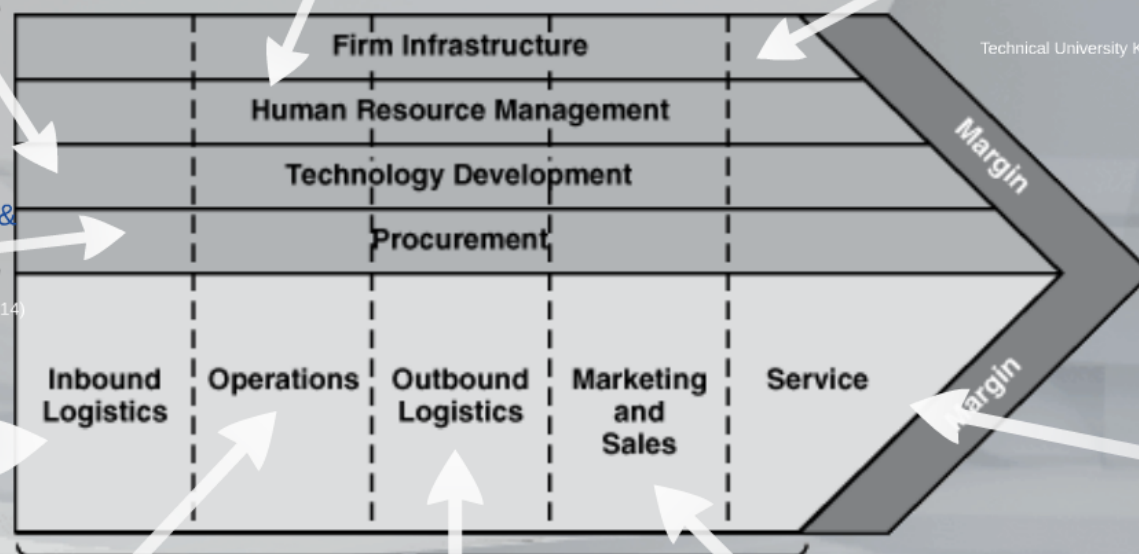
Rolls Royce (2014)

Primary Activities

- Customers spread worldwide
- Small number of manufacturing locations

- Contention with the growing influence of the BRIC nations

- Diversification from products to services



Value Chain Analysis

Johnson et al. (2014)

... of a wide range of other suppliers
Small Businesses programs like (SBIR) &
(SBTT)

Ethical and employment standards

Rolls Royce Supply Chain Transparency (2014)

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Rolls Royce (2010)

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**Inbound
Logistics**

Management
iers
rials and parts

Rolls Royce (2010)

- Manufacturing parts
- Manufacturing engines
- Multiple Locations

Rolls Royce (2014)

- Custom
- Small
manuf

Inbound
Logistics

Operations

Primar

Inbound
Logistics

Operations

Outbound
Logistics

Marketing
and
Sales

Service

Primary Activities

- Customers spread worldwide
- Small number of manufacturing locations

- Containing growing BRIC

Value Chain Analysis