

The company



- PLC
- Aircraft engines, marines, energy sector
- FTSE 100
- GE and Pratt & Whitney

Business concept

- Two distinct market sectors: new engine sales and the repair of engine parts.
- The primary market is based on engine sales.
- The secondary market is based on engine parts.

Business environment

- Two distinct market sectors: new engine sales and the repair of engine parts.
- Competition in the primary market is intensified by the link to the secondary market (based on engines sales).
- A low number of and a large supply.

Business environment

- A market price set by buyers.
- A market based on reputation and long-term relations.
- Entry to the market is extremely difficult.
- Suppliers need a large portfolio for the R&D to keep up with competitors.

Business Model

- High R&D investments or provide high-quality and intellectual property to service clients.
- High quality products, services and customer relationships.
- The manufacturing capabilities can be used for integrated and joint.

The future

- Develop engines
- Increase production
- Increase R&D investment
- New markets?

Unique capabilities

- Services
- Partners and clients



TheCaseSolution.Com

Rolls Royce Holdings

- William Weil
- Florian Jung
- Kenan Kahraman
- Stijn Spaas
- Karel Van Hemelryck



Business concept
 - High R&D investments
 - High R&D spending
 - High R&D spending
 - High R&D spending

Business environment
 Two distinct market sectors: new engine sales and the sales of engine parts.
 Competition in the primary market is intensified by the link to the secondary market (based on engines sales)
 A low demand and a large supply.

Business environment
 A market price set by buyers.
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 Entry to the market is extremely difficult.
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Business Model
 Much R&D investments => provides technologies and intellectual property to compete globally.
 2/3 of R&D funding => improving environmental performance.
 The manufacturing operations and supply chains are integrated and global.

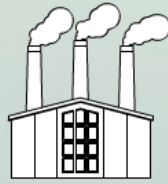
"The future"
 - ecological engines
 - low noise
 - keep innovating (competition)
 - new markets?



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The company



Warren East - CEO

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Spirit of excellence



Business concept

Products: Aircraft engines, Helicopter engines, Hybrid train engines

Target: Civil transport companies (aircrafts, trains, etc.)

- High R&D level (biggest strength)
- Best quality
- Adapting their products to innovation



Business environment

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Entry

Supp
R&D



Business environment

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A market based on reputation and long term relation.

Entry to the market is extremely difficult.

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Unique capabilities

- Engineering excellence
- Addressing complementary markets
- Relationships with key partners and suppliers
- Services



Business Model

Much R&D investments => provides technologies and intellectual property to compete globally

2/3 of R&D funding => improving environmental performance.

The manufacturing operations and supply bases are integrated and global.