

Example of research paper on strategic plan, part ii: swott analysis

[Business](#), [Industries](#)



INTRODUCTION

Evolution Engines is a U. S. based organization which operates in China. It is a manufacturer of engines and customized equipment for the companies.

This report will emphasize on its Aircraft Engines manufacturing function. An analysis of the various factors which the business is required to face with its operations will be discussed in this report. Different factors will benefit the business and develop the industry trends which dominate the operational efficiency of the business. A SWOTT analysis of various different factors will be presented which will enhance the business operations.

Aircraft engines are complicated devices which comprise of several similar and several distinct components. Evolution Engines has the required machinery for development of such components. Companies provide the designs and the specification which is further customized as per their needs. The air craft building companies like GE and Rolls Royce are famous for producing essential engines components. Evolution Engines collaborates with these companies and provides assembling facility and mold the models presented by such prestigious companies.

INTERNAL AND EXTERNAL ENVIRONMENTAL ANALYSIS USING SWOTT ANALYSIS

In the tabular representation below an analysis will be posed which will specify each individual internal and external factor. Each of these factors will be assessed according to the strength, weaknesses, opportunities, threats and trends of those factors. Details are mentioned below:

SYNOPSIS

Evolution Engines benefits from numerous factors in the Chinese manufacturing industry. The purpose of doing business in China is lack of development in the aviation manufacturing industry in that particular development in that region. Air craft engine manufacturing is a complex field and requires consistent technological and infrastructure development. This fact is considered as one of the biggest hurdles for the organizations operating in such a business. Failure of coping with the technological changes leaves the organizations in a shutdown position. This shows the significant importance of adapting to change for such organizations.

Evolution Engines has a history of consistent adaptation towards change. Constant innovation and technological advancement has been the unique selling proposition for the organization. Understanding the fact that China is striving for years to excel in the aviation industry starting a business there will require strict checks and measures. Being a U. S. company legal agreements and contracts will be required to be made. This will include a consensus between officials of both U. S. and China.

Air craft manufacturing business boosts the GDP growth of the economy. This substantially benefits the economic growth of the region. Entering in a completely new market requires understanding the society and the cultures which are being followed. All these factors lead towards development of intellectual property which enhances sustainability of the business. It can be concluded that developing consensus between both the regions and develop stability in the legal and regulatory framework will device organizational excellence. Besides this fact making the resources and technology available

along with managing the motivation level of a diverse workforce will benefit the organization.

CONCLUSION

Aviation industry and aircraft manufacturing is a complex task. It does not only create new jobs but it also leads the economy towards accomplishing economic development. This makes it mandatory for the business to understand the challenges and prescribe methods for suggesting these measures accordingly. On the path of accomplishing these goals managing a complete organizational structure under appropriate corporate governance and leadership are essential.

In this report a discussion has been presented on the complexities of the aircraft manufacturing industry and understanding the measures which Evolution Engines may face while initiating a business in China. A complete environmental analysis has been presented in the light of the internal and external factors which the business may be facing. This report proposes the measures which may be considered as strengths, weaknesses, opportunities and threats of Evolution Engines. Besides this all the factors will be compared to the industry trends which are commonly being followed by the competitors. The organization must be aware of the fact that the propositions which are made must cater the future development and at the same time it must form win-win cooperation between the international manufacturers and the Chinese aviation industry.

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