

Gas turbine

Business



Rolls Reece's principal project management stakeholders are their main competitors, General Electric and Pratt & Whitney (owned by United Technologies), Boeing, Airbus, and themselves. GE and Pratt & Whitney would be considered external stakeholders as well as suppliers, and any environmental, political, consumer, and other intervener groups. There are basically six steps to utilize in managing stakeholders.

These steps are: assess the environment, identify the goals of the principal actors, assess your own capabilities, define the problem, develop solutions, and test and refine the solutions. I believe that Rolls Royce should develop strategic partnerships with other Jet engine manufacturers. This alliance or consortium would benefit Rolls' bottom line for years to come. Rolls has projected a 20-year window of growth in the Jet engine

Industry of a potential market demand for 70, 000 engines with a value of over \$400 billion in civil aerospace alone. If Rolls was to spearhead the consortium and present the plan in such a way that all parties would reap huge benefits, all parties would be happy and agreeable.

The major drawback I foresee is that world tensions could affect alliances and upset trade agreements. This would adversely affect the alliance and cause the companies to suffer major losses.