
DEVELOPING RECOMMENDATIONS AIMED AT INCREASING THE GLOBAL CIVIL AVIATION MARKET SHARE OF THE UNITED AIRCRAFT CORPORATION

K.V. Dobryakova

dobryakovakv@student.bmstu.ru

Bauman Moscow State Technical University, Moscow, Russian Federation

Abstract

We present marketing analysis results of the activity of the United Aircraft Corporation JSC, horizontal financial statement analysis results, results of forecasting global civil aviation market development and an estimation of the prospects the activity of the organisation has. We suggest and validate recommendations dealing with selecting product portfolio policy, communication policy and sales policy measures over the course of implementing the corporation development strategy

Keywords

Global market, civil aviation, industry, marketing analysis, strategy, competition

© Bauman Moscow State Technical University, 2017

References

- [1] Kruglova E.Yu. Analysis of long-term trends of world civil aviation market with the purpose of choosing an aircraft producer's competitive strategy. *Transport Rossiyskoy Federatsii*, 2015, no. 1, pp. 12–15.
 - [2] Sobol' L.S. To the question of the development of civil aviation in Russia. *Nauchnyy vestnik MGTU GA [Civil Aviation High Technologies]*, 2015, no. 4, pp. 138–143.
 - [3] Sayt Ob"edinennoy Aviastraitel'noy Korporatsii [Website of the United Aircraft Corporation]. Available at: <http://www.uacrussia.ru/ru/> (accessed 4 May 2017).
 - [4] Chinyuchin Yu.M. General description of civil aviation status and current problematic issues. *Nauchnyy vestnik MGTU GA [Civil Aviation High Technologies]*, 2014, no. 205, pp. 5–9.
 - [5] Kritskaya S.S., Klochkov V.V. Analysis of the prospects of the aviation industry in view of the threat of the imposition of sanctions on Russian economy. *Natsional'nye interesy: priority i bezopasnost'* [National interests: priorities and security], 2014, no. 40, pp. 12–25.
 - [6] Volkov V.M., Yaroslavtseva A.A. influence of stages of full life cycle on safety of complex technical systems. *Nauchnyy vestnik MGTU GA [Civil Aviation High Technologies]*, 2015, no. 218(8), pp. 99–101.
 - [7] Porter M. Konkurentnaya strategiya: Metodika analiza otrasley i konkurentov [Competitive strategy: branches and competitors evaluation method]. Moscow, Al'pina Biznes Buks publ., 2005. 454 p.
 - [8] Aleksandrov A.A., Gorlacheva E.N., Polynskaya G.A. Marketing v innovatsionnoy sfere: metodicheskie ukazaniya k vypolneniyu kursovoy raboty [Marketing in innovation sector: coursework practice advisory]. Moscow, Bauman Press, 2016. 81 p.
 - [9] Artemenko I.V., Oleshko V.S., Samoilenko V.M. About the formation of the development costs of the aircraft. *Nauchnyy vestnik MGTU GA [Civil Aviation High Technologies]*, 2015, no. 218(8), pp. 142–148.
-

Dobryakova K.V. — student, Department of Industrial Logistics, Bauman Moscow State Technical University, Moscow, Russian Federation.

Scientific advisor — I.N. Omelchenko, Dr. Sc. (Eng.), Dr. Sc. (Econ.), Head of Department of Industrial Logistics, Bauman Moscow State Technical University, Moscow, Russian Federation.