

Dowty Rotol Product Support Division

A new Division is being formed at Dowty Rotol and this leaflet is intended to give the reasons for such a move, to outline the aims of the organisation, to state how we plan to achieve those aims and, last but not least, to allay fears and rumours among all concerned.

The Product Support Division will be an integrated unit within Dowty Rotol. It will work with already associated companies, it will branch out into new companies and, above all, it will break new ground. We have to break new ground because of rapidly changing market conditions.

Market conditions

The market for Product Support is changing and, apart from existing competitors, fresh competition is entering the field. For example, in the last six months a UK company has been formed and is in fact successfully repairing and overhauling our landing gear. Similarly in the USA another repair and overhaul company is working on our propellers. Obviously this is work we want for ourselves.

The market is made up of several sectors that are shown in the following table:—

Areas	Customers
UK	Civil operators Ministry of Defence
Europe	Civil operators USAF Europe Air forces
Far East	Civil operators Air forces



Mr. E.J. Eldridge
Director and General Manager

Meeting this market is a wide range of services other than our own. The airlines either have extensive facilities or have formed groups, other supplier companies have already created in-house Product Support Divisions, also there are the specialist repair and overhaul companies aggressively chasing every business opportunity. These are potential threats to our existing business.

Added to the problems are other market conditions which we have to face and overcome. They include competitive tendering with extremely critical pricing and drastic reductions in turnaround times.

Other manufacturers equipment

To date we have traditionally concentrated on seeking repair and overhaul business on Dowty Rotol products. However all the market sectors tabulated provide vast opportunities for working on equipment produced by other manufacturers. Therefore, as well as increasing our market share of Dowty Rotol products, we intend to increase our work on other equipment.

We have been engaged in several such tenders during the last six months. The most recent was for the repair and overhaul of RAF C-130 Hercules propellers manufactured by Hamilton Standard. We have won this contract and for the next three years these propellers will come to Dowty Rotol. Likewise we are currently aiming to overhaul F-111 landing gear, also civil gears on such aircraft as the DC-9, MD80, Boeing 727, 737 and 757. Some of the latter are already overhauled by Dowty Rotol Inc so the know-how exists.

Activities in South East Asia

Market research has shown us that the greatest concentration of Dowty Rotol civil equipment, outside Europe and the USA, lies in South-East Asia. There is also a large pool of non-Dowty Rotol equipment on aircraft in that area. We have accordingly joined forces with Singapore Aeronautical Services to form Dowty Aviation Services which is already servicing such aircraft as the BAe 748 and F-27.



Lockheed C-130



Boeing 737

QUESTIONS & ANSWERS

Why do we need a new Division?

- We need to be more responsive to customer requirements and changing demands. We must be more aware of changing practices within the industry.
- We need a dedicated specialised team which understands every aspect of the business and that can be alive and responsive to changes.
- We need a small engineering team dedicated to a rapid response on repair schemes and overhaul standards.
- We need to change to lead the competition and not be driven by it.

What will the new Division look like?

An organisation chart is being drawn up so that all concerned are aware of how they will fit into the new structure. To enable Product Support personnel to operate in a cohesive manner, we propose to erect temporary accommodation (Portacabins) on the site of the old South Works canteen. It should be stressed that this is temporary because it is our medium term intention to build a new Dowty Rotol office block and the Product Support team will then occupy part of the new building.

Where will the new Division operate?

As stated above, the new Product Support Division will operate from these Staverton Works. I stress this because there have been rumours of the Repair

Department here closing and moving to another Dowty company location. This is not going to happen. Repair and overhaul will remain at Staverton. Thus this does not mean changes in working conditions. They should remain the same but obviously the objective for all of us is to improve working conditions.

Therefore there will be no question of redundancies and, indeed, our aim is to consolidate then expand. The market is an expanding one and we intend to meet the challenge.

Will the new Division remain part of Dowty Rotol?

There are no plans at present to separate the Product Support Division from Dowty Rotol. The Division's main business is based on Dowty Rotol products and will continue to be so for some time to come. We intend to expand such business, also to take in equipment from other manufacturers.

Personal note

"Finally, a comment on a personal note. I have been with this Company for twenty-eight years, having started in 1956 as a Student Apprentice and worked in all main Departments.

"I would not be taking on this job unless I believed it to be right for the Company and for all of us who work here.

"I believe it is in our joint interests to make a considerable success of this new and important venture."



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