

Sky-high dominance

General Electric has big and growing influence in aviation

High Fliers. Every two seconds, somewhere in the world an airplane powered by GE technology takes off. In fact, there's a two out of three chance air travelers fly on GE plans, meaning there are 2,200 planes up there right now with 300,000 travelers. Indeed, the conglomerate has a big fleet: 33,900 engines and that fleet will increase by 50 percent between now and 2020.

Group Talk. Twitter sees roughly 3 million tweets a day on its platform talking about music. There's over a million tweets about football on the platform every day. And about 80 percent of Twitter's usage is through mobile devices.

Multi-Gamers. The Xbox 360 has sold over 80 million units in the seven years since it launched and there were over 1.2 billion smartphones and tablets sold in 2013 alone and over 2 billion units forecasted for 2017, reports Mad Catz Interactive. Still, the



Larissa Faw
The Business Roundup

touch screen is great for many games but it's not ideal for first person shooters and sports games, two of the largest gaming genres.

Old Troubles. Delta Airlines admits it used to be horrible. "We struggled with operational performance," says Delta's Paul Jacobson. "We struggled with reliability. We struggled with bags. So, candidly, when you look at the weighted probability,

roughly better than a coin flip that you are going to have something go wrong during that process to do with the bag delay or miss a connection."

Lunch Time. J.M. Smuckers factories make over one million peanut butter sandwiches a day and expects to raise that number over the next year or two. The company anticipates launching over 225 new items over the coming 12 months, particularly products that respond to consumers' needs for transparency of information and the desire for simple ingredients and clean labels.

International Relations. Calvin Klein and Tommy Hilfiger sales have dropped dramatically in South Korea due to the ferry accident, say executives. Overall, this tragedy has significantly impacted the total consumer spending in Korea. At the same time, although these two brands don't have much business in the

Ukraine and Crimea area, they do have a big business in Moscow and Eastern Europe. "We've seen it level off as the crisis — and the heightened nature of the crisis has also leveled off," say executives. "But it's an area that we're watching very closely and we have a big business there with both Tommy and Calvin Klein and that business is very profitable for us. So we're watching it very closely."

Digital Cooks. The new digital magazine Under the Apron aims to be the modern-day foodie's survival guide by providing the inside scoop on where to find the hottest food spots, most creative chefs, and all foodie worthy stores and markets nation-wide. The digital magazine is available via an app and is supported through social media channels, including Instagram, Twitter, Vine, and YouTube.

Security Protection. Although cyber-hacking is in the news, Honeywell has no concerns about China stealing its intellectual property (IP). "We are fierce about controlling our IP," says Honeywell's Patrick Hogan. "We have a number of mechanisms for doing that, sometimes physical ways of separating drawings and technology from vendors and partners to do that all the way through to the digital side, the cyber security side. We are one of the leading proponents in that area protecting chemical plants for obvious reasons."

Time Wasters. About 32 percent of time spent on smartphones and tablets is spent having fun, says Zynga.

Larissa Faw covers business trends for Forbes, The Motley Fool and other outlets. Contact her at larissafaw@gmail.com.

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