

# **Bombardier, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis**

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## **Abstracts**

Bombardier, Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Bombardier, Inc. and its competitors. This provides our Clients with a clear understanding of Bombardier, Inc. position in the [Aerospace and Defense](#) Industry.

The report contains detailed information about Bombardier, Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Bombardier, Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Bombardier, Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Bombardier, Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Bombardier, Inc. business.

## **About Bombardier, Inc.**

Bombardier, Inc. manufactures transportation solutions, from commercial aircraft and business jets to rail transportation equipment, systems and services.

### Segments

The company operates in two manufacturing segments: Aerospace and Transportation.

Aerospace segment engages in the design and manufacture of aviation products and is a provider of related services for the business, commercial, amphibious and specialized aircraft markets. Aerospace has 10 manufacturing and engineering sites and an international service and support network, with a presence in 23 countries.

Transportation segment operates in the rail industry. Transportation has 50 production and engineering sites and 21 service centres in 24 countries. Additionally, Transportation operates approximately 40 service centers at customers' premises across the world. Transportation segment has customers in 60 countries.

### Aerospace segment

## Principal Markets

Aerospace's customers are located in approximately 100 countries and are primarily civil owner-operators or aviation service providers. They consist primarily of corporations and high net worth individuals for business aircraft, and airlines and leasing companies for commercial aircraft. Flexjet and Skyjet also serve the private jet travel needs of corporations and high net worth individuals in North America without the requirement for them to purchase and manage an entire aircraft.

## Market Segments

### Business Aircraft

Aerospace markets, sells and provides customer support for its three families of business jets. The Global family (Large business jets category) includes the Global 5000 aircraft and the Global Express XRS aircraft.

The Challenger family (Medium business jets category) includes the Challenger 800 series aircraft in the corporate airliner market category, the Challenger 605 aircraft and the Challenger 300 aircraft. The Learjet family (Light business jets category) includes the Learjet 40 XR aircraft, the Learjet 45 XR aircraft and the Learjet 60 XR aircraft. In October 2007, Aerospace announced the launch of its all-new Learjet 85 aircraft.

The Global family of business jets is comprised of two wide-body aircraft: the Global 5000 and the Global Express XRS. The Global family of aircraft shares a degree of systems commonality, offering mixed fleet operators the uses of common type rating, training, spare parts, and maintenance.

The Global 5000 aircraft is a business jet capable of flying up to 5,200 nautical miles at Mach 0.85 with eight passengers and three crew members under certain operating conditions. Main competitors of the Global 5000 include the Gulfstream G450 and the Dassault Falcon 900EX, 900DX and 900LX (in development).

The Global Express XRS aircraft is a business jet covering distances of up to 6,150 nautical miles at Mach 0.85 with eight passengers and four crew members under certain operating conditions. The Global Express XRS aircraft competes against the Gulfstream G500, the Gulfstream G550, the Gulfstream G650 (in development) and the Dassault Falcon 7X.

The Challenger family of business jets includes the Challenger 300, Challenger 605, and the Challenger 800 series. The Challenger 300 business jet is a wide-body jet that has a transcontinental range of up to 3,100 nautical miles with eight passengers and two crew members under certain operating conditions. It competes with four other aircraft models: the Gulfstream G200, the Gulfstream G250 (in development), the Cessna Citation X, and the Hawker 4000.

The Challenger 605 aircraft is a wide-body jet capable of flights of over 4,000 nautical miles with five passengers and two crew members under certain operating conditions. The Challenger 605 aircraft is the new in the original Challenger series which included the Challenger 600, 601-1A, 601-3A, 601-3R and 604. Main competitors of the Challenger 605 aircraft include the Falcon 2000 EX, the Falcon 2000 DX and the Falcon 2000 LX (in development) manufactured by Dassault Aviation, the Cessna Columbus (in development), as well as the Gulfstream G350 aircraft.

The Challenger 800 series includes the Challenger 850 along with the 870 and 890 with

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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