

Bombardier Inc.- 2017 - Strategic Factor Analysis Summary(SFAS) Framework Analysis

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Abstracts

The report provides key insights into the overarching Strategic Positioning and degree of Environmental Responsiveness of Bombardier Inc. through a Strategic Factor Analysis Summary (SFAS) framework analysis; also referred to as Quantitative SWOT Analysis, against the backdrop of an evolving industry landscape & shifting global dynamics with the Global Business Jet market continuing to face & brave a challenging, complex & uncertain global macroeconomic environment marked by disparate economic conditions across traditional & emerging markets, significant downturn in the global energy sector impacting oil driven economies significantly and economic weakness as well as difficult conditions prevailing across key emerging market economies with all the factors collectively impacting the global demand for business jets which traditionally has a strong correlation with global economic cycles. The industry OEMs continue to face significant competitive intensity in a difficult market scenario and are engaged in a virtual pitched battle over pricing in a oversupply driven market scenario with additional pressures from pre-owned aircraft inventory. However, utilization of business jet platforms for potential ISR & EMS applications, like the USAF's JSTARS program, may provide ancillary growth avenues to the industry. The long term prospect for the business jet market, thus, remain robust & firmly in place with the technological landscape continuing to evolve as the industry continues to work diligently towards making the era of supersonic business jets a reality by early next decade.

The report provides an overall SFAS score on Bombardier Inc. based on an analysis of the company's strategic positioning in the current as well as projected market dynamics and its degree of responsiveness to its internal & external environment respectively with the objective of assessing as to how favorably is the company positioned (with its portfolio, underlying strategy & state of operations etc.) and how responsive it is to the

nature & pace of changes taking place within its internal and external environment respectively. The framework generates an insightful snapshot of the prevailing, overall strategic equation for the company by identifying, weighing, prioritizing & ranking significant strategic factors present in the internal & external environment through an Internal Factor Analysis Summary (IFAS) matrix & External Factor Analysis Summary (EFAS) matrix respectively based on the strategic significance & potential degree of impact of factors along-with each respective company's corresponding degree of responsiveness to those factors. The final Strategic Factor Analysis Summary (SFAS) framework amalgamates the IFAS & EFAS matrices into a single matrix providing a holistic, overarching view.

The numeric SFAS score and the analysis produced by the framework, thus, is highly useful for competitive & comparative analysis from a current as well as emerging reality perspective with the framework assessing strategic positioning & the degree of responsiveness of the company towards the present as well as emerging market & industry dynamics, thereby, analyzing the ability to be able to create & capitalize on potential growth opportunities effectively by harnessing & navigating the changing market & technology landscape effectively while leveraging structural & core strengths and negating threats & overcoming challenges simultaneously.

SFAS, as a framework, thus, scores significantly over the traditional SWOT analysis framework, in terms, of its ability to quantify a range of strategic factors categorized into strengths, weaknesses, opportunities & threats respectively based on the nature & potential degree of effect of each strategic factor being analyzed, thereby, making it much more effective for competitive assessment & analysis and from a strategic planning standpoint with the creation of a quantitative strategic snapshot on the company/business being analyzed.

Relevance & Usefulness of the Report:

The report provides insights & inputs to be incorporated into the broader strategic planning & decision making processes and will be essential from a competitive analysis standpoint as well.

The report will be useful for:

Competitive Assessment, Comparative Analysis & Strategic Planning

Overall Strategic Equation & Quantified, Numeric SFAS score based on analysis

of Strategic Positioning, Market Dynamics & Responsiveness.

Analysis of degree of Congruence between Emerging Market Landscape & Strategy focus

Identifying & highlighting areas for making potential Strategic Changes, Adjustments & Realignment

Analysis & Assessment of Emerging Market, Technology Trends & Developments impacting the Industry/Sector

Analysis of Forces Driving as well as restraining the Industry & their overall Dynamics

Analysis of Market Evolution with Medium Term Demand Growth Projections & Outlook

For Whom:

The SFAS Framework analysis report will be essential & a must have for Senior Industry Personnel. The report will be essential & a key resource for Key Decision-Makers, Program Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Business Jet Operators, Suppliers, Vendors, Technology & MRO Services Providers, Flight Simulator & other related Equipment Manufacturers and other Key Players in the Industry Value Chain. The report will also be useful for existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE & VC Firms, Financing & Leasing Companies, Researchers and for those associated with and having interest in the Global Business Jet Market.

Features, Benefits & Reasons to Procure:

Availability of a Translated Copy of the Report in Select, Multiple Languages on Request at No Additional Cost – French, German, Spanish, Italian & Portuguese

Provides Macro View and Big Picture Quickly

Visual Representation

Blend of Quantitative & Qualitative Analysis

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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