

# **Bombardier Inc.- Decennial Strategy Dossier - The Decade from 2010 to 2019 - Strategy Focus, Evolution, Progression & the Path Ahead to the 2020s**

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## **Abstracts**

This Decennial Strategy Review, published at the turn of the decade, reviews the strategy evolution & progression for Bombardier Inc. through one of the toughest & most turbulent decades for the business aviation industry following the global financial crisis of 2008 which marked the beginning of the paradigm shift for the market, in terms of recalibration of usual, pre-crisis demand levels, shift in preference for aircraft types with the advent of the era of heavy jets, development & introduction of new aircrafts models by the OEMs to stimulate demand and technological evolution by the industry focused on performance, safety, comfort and optimized operating economics. This decennial review, thus, takes a macro view of the strategic developments and reviews the strategy pursuit & execution by the company over the 2010-2019 period and assesses its strategic significance as well as business impact & outcome for the company at the turn of the decade with a look at the road ahead. The report, therefore, is going to be quintessential & a must have for those looking for a longitudinal view, perspective and analysis on the company from a strategy perspective.

### **Report Excerpt**

The report analyzes and reviews the rather radical strategic path taken by Bombardier Inc. through the decade ending in 2020, led by the massive, ongoing restructuring underway at Bombardier aimed at repositioning the company pivoted around business aviation as its sole core with the company having divested almost all of its key businesses & programs, including, the much coveted C-Series program (which started this whirlwind), Q400 NextGen Turboprop program, Aerospace Structures and Training businesses and now the Rail transportation business, all just in the span of a mere decade. However, the restructuring, which has trimmed the flab, has given a laser focus

to Bombardier to reinvent itself in a new avatar and coupled with the strong order book position of Global 7500, positions the company further strongly for future in the global business jet market, which having managed the headwinds extremely well, is marking very strong signs of demand resurgence, at the turn of the decade, with 2019 turning out to be one of the best years for the industry in a long time with robust growth in aircraft deliveries as well as billings registered by the industry.

## Relevance & Usefulness

Provides a macro view and longitudinal analysis from a strategy perspective quickly

Comprehensive review of the strategic decisions by the company through the decade & the road ahead

Unique, niche, focused & rooted deeply in the Strategy Domain

Strategic Planning & Decision-Making process

Analysis of Strategy outlook for the company for the near to medium term horizon

Based on Microsoft PowerPoint platform being custom-built for Meetings & Presentations

## For Whom:

The report is a niche, key and vital information resource on Bombardier Inc. with its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company, Business Aviation sector and/or the Global Aerospace Industry and will be especially useful for Key Decision-Makers, Program & Project Managers, Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, MRO Services Providers 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 Firms, Venture Capitalists, Financing & Leasing Companies, Researchers and all those associated with the industry.

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