

# **Bombardier Inc.- Strategy Brief - 2015 - Key Strategies & Plans**

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## **Abstracts**

The report provides comprehensive insights into the overall, near term Strategy Focus and Key Strategies & Plans for Bombardier Inc. against the backdrop of an evolving industry landscape with the demand for business jets on a steady recovery path and projected to grow steadily over near term driven by strong, continued economic recovery underway in the U.S. and introduction of a number of new aircraft programs by OEMs featuring cutting edge technologies & innovations. The industry's recovery has continued so far in 2014 with business jet delivery numbers registering a 9.3% growth for Q1-Q3 2014 as against Q1-Q3 2013 with over 460 aircraft deliveries registered for the 9 months in 2014 led by Bombardier. Overall, worldwide aircraft shipments through January-September 2014 have risen to 1,678 aircrafts worth \$16 billion growing by 5.7% as against 1,587 aircrafts for Q1-Q3 2013 worth \$15.4 billion.

Strong, continued demand for ultra-long range business jets offering enhanced aircraft performance & safety besides optimized operating economics are likely to drive & spearhead demand growth over near to medium term. However, stalled economic recovery in the EU, slowing down of the world economy besides stalling of Brazilian economy and infrastructure issues & political crackdown on conspicuous spending in China are likely to be significant threats & challenges over near term.

The industry fundamentals, however, remain robust with presence of strong, sustainable & long term demand drivers. Further, emerging markets are likely to play an increasingly significant role over medium term amid shifting global market dynamics with China projected to become the world's third largest market for business jets by 2022 with continued economic growth, opening of Chinese low altitude airspace & pursuit of civil aviation reforms.

**Relevance & Usefulness:**

Against this backdrop, the report provides key insights into the near term strategy focus and key strategies & plans being conceptualized & implemented by Bombardier Inc. The report provides 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 as well as Comprehensive Strategic Business Analysis

Assessment of Degree of Environmental Responsiveness as well as overall, near term Strategy Focus

Key Inputs for Strategic Planning & Decision-Making Process

Analysis of and Insights into key Strategies & Plans being conceptualized & pursued by the company

Identifying & highlighting areas for Strategic Changes, Adjustments & Realignment

Gaining a Strategic Perspective on the Business & Strategic Outlook for 2015

Access to Key Industry Trends, Issues & Challenges, Risk Factors & Industry Outlook for 2015

**For Whom:**

The report is a niche, key & vital resource on the Business Strategy Domain given its unique disposition & strategy focus. The report would be quintessential for those associated with and having interest in the Global Business Aviation industry and/or Global Business Jet Market. The report will be especially useful for Key Decision-Makers, Top Management of Companies, OEMs, Suppliers, Distributors, Vendors and other Key Players in the Industry Value Chain as well as existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists & all those associated with the Global

Business Jet Market and/or the company.

**Report Highlight:**

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations, being built on the Microsoft PowerPoint platform; in addition, to being a ready self-reckoner as well as a quick reference guide driving, enabling & ensuring prompt and informed decision making.

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