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BOMBARDIER INC. SWOT & PESTLE ANALYSIS

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Company Name : Bombardier Inc.

Company Sector : Aerospace and Defense, Transportation

Operating Geography : North America, Canada, Global

About the Company :

Bombardier is a multinational company founded by Joseph-Armand Bombardier in 1942. Headquartered in Montréal, Canada, currently the company manufactures planes, trains and provides mobility solutions. Bombardier is a designer, manufacturer, and marketer of regional airliners, business jets, and related services, with two leading aircraft families: global and challenger. Bombardier has 73 production and engineering sites in 29 countries and is listed on the Toronto Stock Exchange (BBD). The Federation of Quebec Chambers of Commerce (Fédération des chambres de commerce du Québec, FCCQ) has awarded Bombardier the top prize for technical innovation in the 2022 Les Mercuriades competition, Quebec's most prestigious business awards programme. With the introduction of the Global 8000 aircraft, the world's fastest and longest-range purpose-built business jet, innovatively crafted with the industry's healthiest cabin for safety, comfort, and performance beyond compromise, Bombardier unveiled the newest member of its industry-leading business jet portfolio on May 20, 2022.

The USP of Bombardier lies in it being a world-leading business aircraft manufacturer with a global network of service centers. Bombardier's mission has always been “To help the world move more efficiently and quickly through highly reliable transportation products, whether on the ground or in the air.”

Revenue :

US \$6.1 billion – FY ending 31st Dec 2021

US \$6.5 billion – FY ending 31st Dec 2020

SWOT Analysis :

The SWOT Analysis for Bombardier Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diverse product portfolio 2.Agile and superior organizational structure 3.Clear strategic focus for growing revenues and earnings 4.24/7 Assistance for customers 	<ul style="list-style-type: none"> 1. Allegations of government subsidies
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growth in developing markets 2.Changes in lifestyle and consumer spending 3.Rising demand for high speed and energy efficient jets. 4. Production of fuel-efficient aircrafts 	<ul style="list-style-type: none"> 1. Loss of market share to competition 2. Oil price volatility 3. Environmental regulations may increase costs

PESTLE Analysis :

The PESTLE Analysis for Bombardier Inc. is given below:

Political	Economical
1.Political stability in major markets	1. Increase in GDP leading to increase in air-travel demand 2. Growth in non-traditional markets 3. Risk of foreign currency fluctuation 4. Volatile fuel prices 5. Impact of Covid-19 on operations
Social	Technological
1.Aging workforce and skills gap 2.Increasing demand for travel	1. Improved efficiency through better technology 2. Recoverable materials to increase recycling
Legal	Environmental
1.Non-compliance of trade laws 2.Adherence to sustainable supply chain policies	1.CO2 emission regulations

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