
S&P TEST

SWOT & PESTLE.com

BLUE BIRD CORPORATION SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Blue Bird Corporation

Company Sector : School bus manufacturer

Operating Geography : Macon, Georgia

About the Company :

Since its inception in 1927, Blue bird has been a leading independent designer and manufacturer of school buses, delivering more than 5,70,000 busses so far. The group has continued to set industry standards with its innovative design and manufacturing capabilities. Blue Bird Corporation was incorporated in Delaware on 24th Sep 2013 and is headquartered in Fort Valley, Georgia. The company operates under two key business segments, firstly the Bus segment, involving designing, engineering, manufacturing, and selling school buses, secondly, the Parts segment that basically includes the sales of replacement bus parts. Blue Bird's portfolio of buses comprises Type A, C, and D school buses inclusive of a wide variety of options and configurations. Additionally, it also provides transit buses, motorhomes, vehicles for mobile libraries, and mobile police command centers. Blue Bird provides extensive financial solutions through Blue Bird Capital Services. As of 2020, Blue Bird has more than 2,200 employees. The company also holds tremendous production facilities in Georgia, a large network of Dealers, and robust Parts & Service facilities throughout North America. Blue Bird was the first manufacturer to have developed a school bus powered by compressed natural gas (CNG), an All American Rear Engine in 1991. Since then the American bus manufacturer has been delivering school buses powered by alternative fuel employing propane and compressed natural gas. Blue bird relentlessly focuses on empowering customers to choose from a wide variety of multiple fuel types and powertrain options, thus reducing the total cost of ownership of the vehicle and meeting their specific operating requirements. Driven by this the company's mission is "to design, build, sell and service the world's finest school bus." Its vision statement reads "a purpose-built school bus from a purpose-driven company that is clearly best-in-class." Besides savoring the first-mover advantage, Blue Bird's USP or Unique Selling Proposition sprawls in being one of the largest school bus manufacturers in America and an undisputed Leader in Alternative Fuel Bus Sales.

Revenue :

\$ 952 million - FY ending 30th September 2019 (y-o-y growth of (negative) -1.142%)

\$ 963 million - FY ending 30th September 2018

SWOT Analysis :

The SWOT Analysis for Blue Bird Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Fast and successfully growing school bus brand 2.Leader in the sales of alternate fuel buses 3.Safety tests are standard on Blue Bird buses but optional for its competitors 4.Its exclusive propane buses are certified to have very low emissions as compared to its competitors 5.Leadership in product innovation by being the industry firsts several times 6.Strong distribution channel for efficient distribution of buses across US and Canada 	<ul style="list-style-type: none"> 1.Design defects in buses leading to fatal accidents
Opportunities	Threats
<ul style="list-style-type: none"> 1.Flourishing school bus industry and shifting preferences from diesel powered engines 2.Demand likely to remain high due to ageing US/Canada fleet 3.Electric powered vehicles to experience exponential growth 	<ul style="list-style-type: none"> 1.Highly seasonal sales to make buses available at the start of school year 2.Limited spending by the municipalities and other economic conditions can severely dent the school bus market 3.Delayed orders, suspended productions, supplier disruptions and plant closure due to COVID-19

PESTLE Analysis :

The PESTLE Analysis for Blue Bird Corporation is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Trade policies of China, US and other countries can affect their ability to sell products at reasonable margins 2.Louisiana uses Volkswagen Environmental Mitigation Trust dollars to buy blue bird buses 3.Increasing number of school districts subscribing to alternative fuel buses to earn green-initiative grants and reduce environmental impact 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Outbreak of COVID-19 shut down schools, hitting production and delaying orders
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Increasing population of school age children will drive higher demand for school buses 2.Increasing number of school districts subscribing to alternative fuel buses to earn green-initiative grants and reduce environmental impact 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Employing technology to scale up safety offerings in buses through collision avoidance systems 2.Driving innovation through robotic, climate-controlled paint facility
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Tougher emission standards set for school buses by US government to promote Bluebird's sales 2.Stringent governmental regulations moderating safety standards for school buses 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Increase in demand for electric school buses to reduce cost and save environment

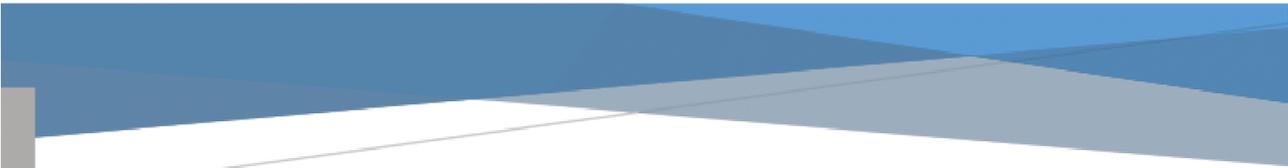
Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Blue Bird Corporation** SWOT & PESTLE Analysis is a paid report at **12.53**

U.S.D.



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com