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BLUE BIRD CORPORATION SWOT & PESTLE ANALYSIS

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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:

Political	Economical
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	1.Outbreak of COVID-19 shut down schools, hitting production and delaying orders
Social	Technological
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	1.Employing technology to scale up safety offerings in buses through collision avoidance systems 2.Driving innovation through robotic, climate-controlled paint facility
Legal	Environmental
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	1.Increase in demand for electric school buses to reduce cost and save environment

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