



TheCaseSolutions.com

Number 1 in case studies solutions

BOMBARDIER AEROSPACE: THE CSERIES DILEMMA



The background of the slide is a detailed historical painting of a coastal city, likely Constantinople, during the late Ottoman period. The scene shows a large harbor filled with various sailing vessels, including galleys and multi-masted ships. In the foreground, several galleys are visible, some with oars extended. The middle ground features a large town built on a hillside, with numerous domed buildings and a prominent mosque with a tall minaret. The background shows a range of mountains under a sky with soft, golden light, suggesting a sunset or sunrise. The overall style is characteristic of 19th-century historical painting.

Introduction

Bombardier Aerospace found itself in a crucial situation regarding the development of its C Series aircraft. Bombardier attempted to enter the single-aisle jet market against competition from Boeing and Airbus while dealing with substantial money-related and operational issues.

Outcome and Impact

The CSeries program went on to take its name as Airbus A220 after Bombardier joined forces with Airbus through a partnership deal. This transaction allowed the program to grow after Airbus took control of it and Bombardier received relief from its financialustoms.



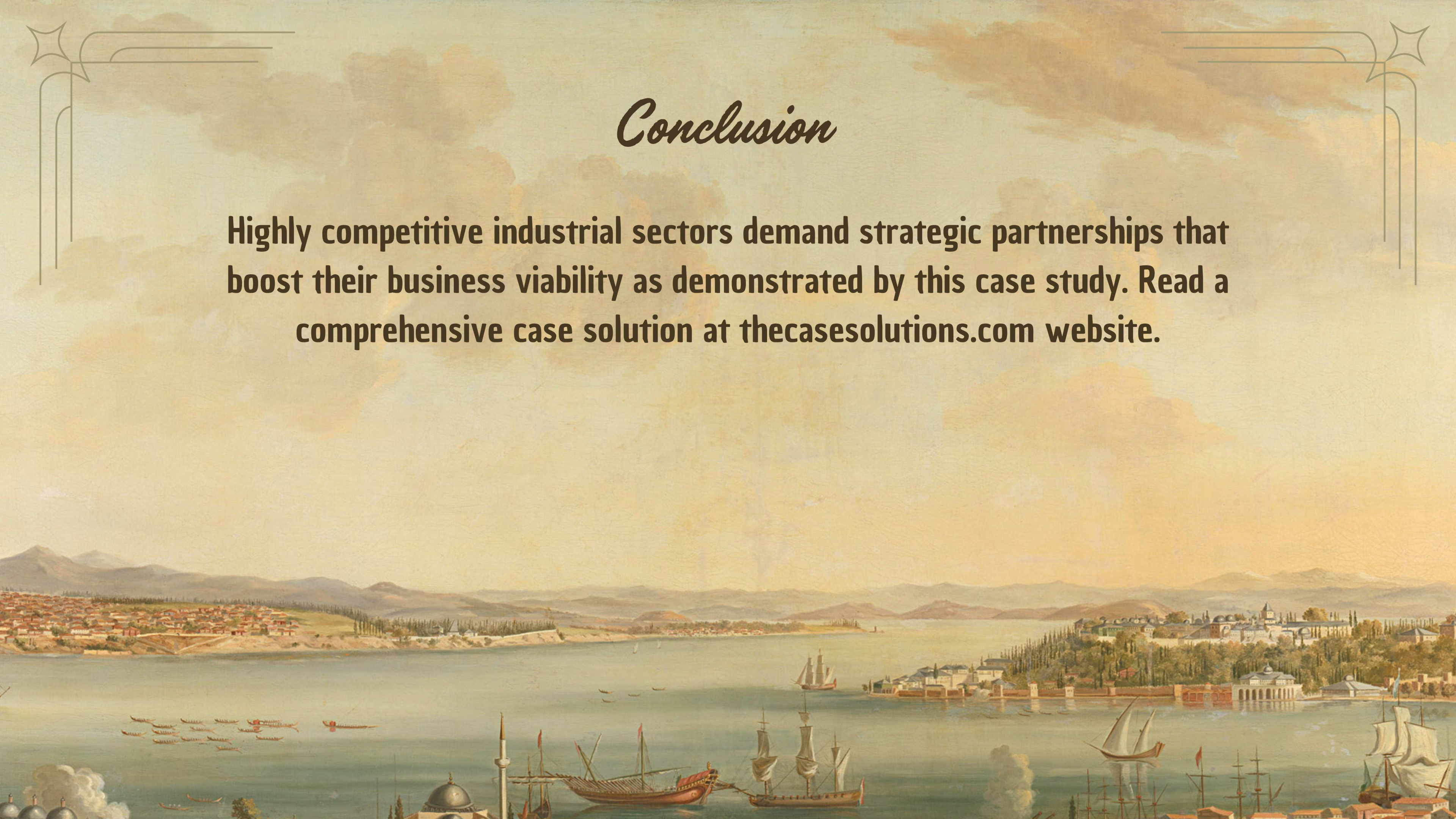
The background of the slide is a detailed historical painting of a coastal city, likely Constantinople, viewed from an elevated perspective. The city is built on a hillside with numerous domed buildings and a prominent mosque with a tall minaret. The harbor is filled with various sailing ships, including galleys and multi-masted vessels. The sky is filled with soft, golden clouds, suggesting a sunset or sunrise. The overall style is that of a 17th or 18th-century landscape painting.

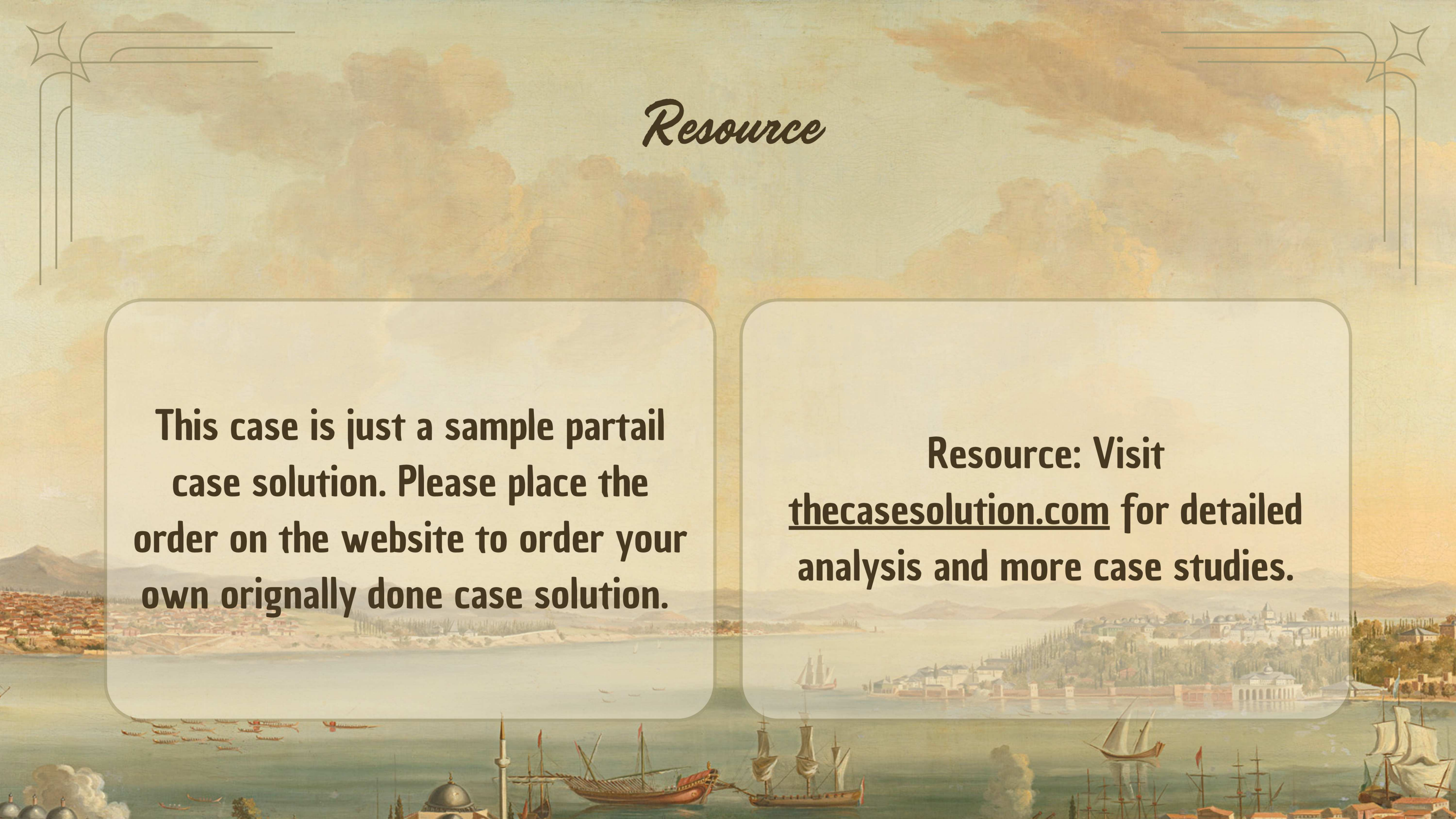
Strategic Options

The strategic decision to sell the C Series program to other manufacturers would enable Bombardier to concentrate efforts on maintaining its fundamental business operations.

Conclusion

Highly competitive industrial sectors demand strategic partnerships that boost their business viability as demonstrated by this case study. Read a comprehensive case solution at thecasesolutions.com website.



The background of the slide is a historical painting of a harbor scene. In the foreground, several large wooden sailing ships with multiple masts and white sails are docked or moving through the water. There are also smaller boats and galleys. In the middle ground, a city with a prominent domed building and other structures is visible on the shore. The background shows a hazy landscape with mountains under a sky filled with soft, golden clouds. The overall color palette is warm, dominated by browns, tans, and soft blues.

Resource

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

Resource: Visit thecasesolution.com for detailed analysis and more case studies.