

1. Industry Context and Competitive Environment

Company Overviews



Headquarters: Chicago

Business areas: Manufacturer of commercial jetliners and military aircraft. Additionally, designs and manufactures rotorcraft, electronic and defence systems, missiles, satellites, launch vehicles and advanced information and communication systems.

Global Reach: Provides products and support services to customers in 150 countries.

Employees: Boeing employs more than 170,000 people across the United States and in 70 countries

Supply Chain: Hundreds of thousands more skilled people working for Boeing suppliers worldwide.

2012 Net income: \$3.9 billion

2012 net orders: 1203

Market Share: 59%



Headquarters: Toulouse, France

Business areas: Aerospace and defence related services.

Global Reach: Fully-owned subsidiaries in the United States, China, Japan and in the Middle East. More than 150 global field offices.

Employees: 59,000 globally.

Supply Chain: Has a network of 1,500 suppliers in 30 countries

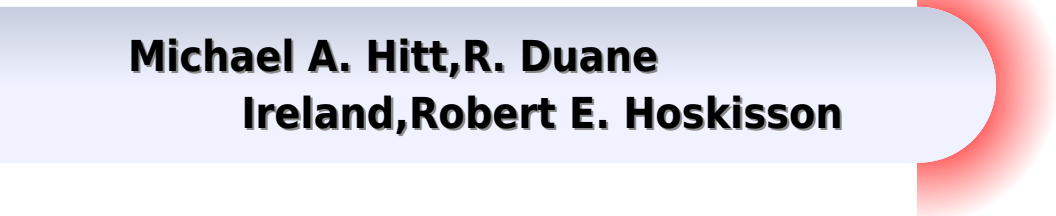
2012 Net income: \$1.59 billion (parent company EADS)

2012 net orders: 833

Market Share: 41%

Airbus Versus Boeing Strategic Management

**Michael A. Hitt, R. Duane
Ireland, Robert E. Hoskisson**



Airbus Versus Boeing Strategic Management:

Airbus Versus Boeing - Strategic Management Report Sascha Mayer,2013-11 Scientific Study from the year 2007 in the subject Business economics Operations Research grade 1 0 University of Southern California Business Faculty course Strategic Management 64 entries in the bibliography language English comment Great conclusion and recommendation spot on Impressive list of references and good sources Overall Excellent report Other thoroughly enjoyed reading such a well written and well researched in depth report abstract Executive Summary The purpose of this report is to provide a Strategic Management Report with detailed strategic analyses of the dominant civil aircraft manufacturers Airbus and Boeing The discussion main part of this report is separated into internal and external analyses which are reasoned in greater detail and supported with reasonable graphs and tables in the attached Appendices Finally conclusions are drawn as to which is the more strategic savvy and which company has the more sustainable enterprise and there is a recommendation given in which company a potential investor should rather invest in Airbus and Boeing are having a neck and neck race in the aircraft industry for jets over 100 seats between Airbus and Boeing about the market leadership After Airbus overtook its rival the first time in 2001 in terms of aircraft order and delivery it stayed in front the last years until Boeing got back on top in 2006 The aircraft manufacturing industry is constantly growing a global market and had a size of US 63 billion revenues in 2006 It is characterized by high entry barriers and investment in R D and by a duopoly with Airbus and Boeing having a market share of 86% for aircrafts over 100 seats At the moment Airbus is in weaker financial position than its competitor Boeing had an average year in 2006 with a moderate and good profitability whereas Airbus is not in the red but it is remarkable that the company had a bad year caused by the production and delivery problems with the A38 Economics of Strategy David Besanko,David Dranove,Mark Shanley,Scott Schaefer,2009-09-22 In today s global recession strong management of firms and organizations are of the utmost importance Best selling Economics of Strategy focuses on the key economic concepts students must master in order to develop a sound business strategy Bringing economic theory and strategic analysis to life in an engaging and uniquely modern way Besanko et al have collaborated for over 15 years to build an introductory business course that combines basic concepts from economic theory of the firm and industrial organization with ideas from modern strategy literature The newly revised 5th edition offers more real world applications to make materials studied in undergraduate Managerial Economics Business Strategy and Industrial Organization courses relevant Armed with general principles today s students tomorrow s future managers will be prepared to adjust their firms business strategies to the demands of the ever changing environment Strategic Innovation Allan Afuah,2009-04 Strategic Innovation demonstrates to students how to create and appropriate value using new game strategies to gain competitive advantage The book shows that innovation is not simply about developing new technologies into new products or services but often about finding new models for doing business in the face of change Contemporary Strategy Analysis Text Only Robert M. Grant,2016-01-05

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resources and capabilities to obtain a sustained competitive advantage The text integrates the resource based view of the firm with the more traditional model

Strategic Management Colin White, 2017-03-14 Reflecting the challenges of formulating implementing and monitoring strategy in practice White's contemporary text discusses differing theories and approaches in the context of real world experience Readers are encouraged to conceptualize and generalize business problems and to confront philosophical issues without losing sight of practical aims Each chapter starts with a Key Strategic Challenge and sets the scene of a case study which is resolved at the end of the chapter The text includes more than 60 Strategy in Action short case examples to illustrate how organizations apply strategy in practice along with fifteen long case studies for detailed analysis Strategic Projects and Exploring Further sections encourage readers to investigate the subject more in detail Strategic Management Acknowledges the complex reality of strategy in the real world showing students the challenges they will encounter when implementing strategy in practice Provides a solid theoretical grounding in the subject enabling students to develop their own strategic approaches Offers comprehensive and contemporary topic coverage reflecting current trends such as globalization co operative strategy and performance measurement Includes separate chapters on Implementation Monitoring and Risk Assessment reflecting the critical role of these issues within organizations Provides a wide range of international case examples from well known organizations in all regions of the world allowing students to see how strategy is implemented in practice and reflecting the global nature of strategy for multinational corporations Integrated web packages include For students Additional long case studies integrating case study links to further resources searchable glossary For Instructors Suggested teaching pathways and key themes additional case study questions comments on exercises and assignments within the text powerpoint lecture presentations Visit www.palgrave.com/business/white for more information

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