





Bombardier Harvard
Case Solution &
Analysis

TheCaseSolutions.com





Bombardier Inc.
Public Corporation

Tel:(416) 633-7310 Fax: +1 514 861 2420

Website: Bombardier.com

**800 René-Lévesque Blvd. West
Montréal, Québec
Canada H3B 1Y8**

Deutsche Bank Partnership

Company History

- Joseph-Armand Bombardier designed and produced his first snowmobile in his small repair shop in Valcourt, Quebec in 1937
- Bombardier's technological breakthrough in the design of bush vehicles came in the mid-1930s when he developed a drive system that revolutionized travel in snow and swampy conditions.

History

- Armand and Germain (his son) developed several prototypes of the lightweight snowmobile called Ski-Doo and finally, the first Bombardier snowmobile went on sale in 1959.
- On February 18, 1964, J. Armand Bombardier died of cancer at age 56. He left behind a thriving business, but also one that had been focused on one person by then, Armand dominated his company.

ortation like
oo and the

Company function

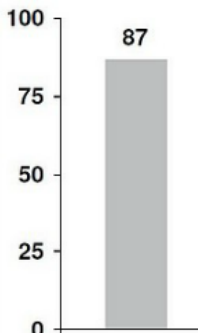
Bombardier Inc is a Canadian multinational aerospace and transportation company that is positioned all over the world

Bombardier Inc builds aircraft, trains, snow mobiles and other means of transportation

Bombardier Inc thrives in the aviation technology sector and all terrain vehicles sector



Very high spe
It is about ec



Vision Statement

Maintain their number one position as the leading manufacturer in trains and planes

Have all of it's customers who buy their product and shares be confident in their performance

Have multiple back up plans so the critical process will be over as soon as possible

Histo

• Armand and Ger