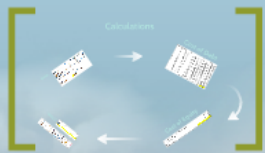


The Boeing 7E7 Harvard Case Solution & Analysis

TheCaseSolutions.com



Conclusion
Should Boeing proceed with 7E7?

Introduction
Boeing 7E7
All the time work more optimized about the market for the growth of and maintenance of 7E7, Boeing introduced 7E7 project to increase the aircraft market.

Flight Usage
7E7, 787, 747, 737, 757, 767, 777, 788, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.



Objectives

- Introduction
- Calculations
- Conclusions

Introduction

Client's Job
The rapid growth of Boeing 7E7 project and employment opportunity for Boeing 7E7.

Challenge
Solution: 11 7E7.

Introduction
Since the rapid growth of Boeing 7E7, Boeing have launched a new product that can compete the commercial aircraft market that the company's real goal is to make.

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Objectives

Introduction

Calculations

Conclusion

Introduction

Why 7E7:

While Airbus was more optimistic about the market for large aircraft and announced A380, Boeing estimated high profits of intermediate-size aircraft market.



Flexible Voyage

20% less fuel

10% cheaper to operate than A330

How can we evaluate that whether the 7E7 project is profitable? The answer is WACC.

Introduction

Opportunity:

The aging fleet of A300/310 provided a replacement opportunity for Boeing 7E7

Motivation:

Since the huge success of Boeing 777, it has never launch a new product that can regain the commercial-aircraft sales that the company had lost to Airbus

Challenge:

September 11
SARS



How can we evaluate that whether the 7E7 project is profitable? The answer is WACC.

Agenda

$$\text{WACC} = \text{percent Debt} * R_d * (1 - T) + \text{percent Equity} * R_e$$





Calculating Beta



Cost of debt R_d
Cost of equity R_e : CAPM