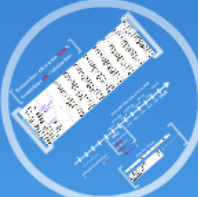
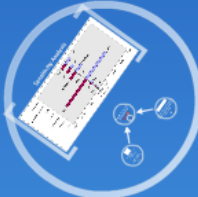
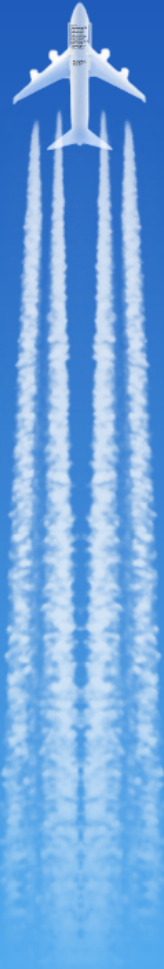
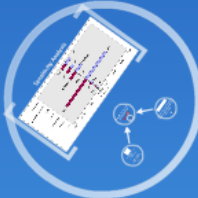
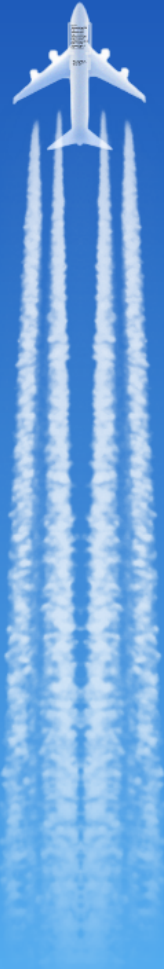


Airbus A3XX Harvard Case Solution & Analysis



Airbus A3XX Harvard Case Solution & Analysis



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- **Why A3XX & Objectives**
- **NPV & Demand Analysis**
- **Responses of Boeing**
- **Airbus's Action**

Number of Passes
Present Value from
Terminal Value of
Present Value after
Net Present Value

WHY

[Future demand of VLA
would be HUGE]

A3XX

A3XX is superior

- Larger capacity
- Fuel efficient
- More comfortable flight experience
- More economical

OBJECTIVES

- Compete with [redacted]
- Financial success
- Leader of the industry

**Future demand of VLA
would be HUGE**

A3XX is superior

- Larger capacity
- Four engines
- More comfortable flight experience
- More economical





OBJECTIVES

- Compete with 
- Financial success
- Leader of the industry