

BOEING 787: MANUFACTURING A DREAM Harvard Case Solution & Analysis



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Question



3. What is your observation about the design of the integrated supply chain? Do you think it worked for Boeing? Why or why not? What are some ideas, which could have improved the program? Support your response using appropriate models and frameworks.



Supply Chain Management

It is a system in which it manages integrated supply chains. This process develops the way a business locates factors required to construct a product or service, assembles that product or service, and provides it to the end user.



Background

The Dreamliner effect is the new and improved way to fly. It is enhancing the air travel experience and generating tremendous opportunities for airlines all around the world. The 787 Dreamliner has become more fuel efficient which allows it to travel to further ranges and in turn, this profitably opens new routes and adjusts their fleet and performance. Their passengers are now more comfortable and enjoying their new and enriched flying experience.

Problems, Symptoms, Critical Factors, & Current State

Problem:

The technology that was being used (software programs) by Boeing was not as successful as they intended.

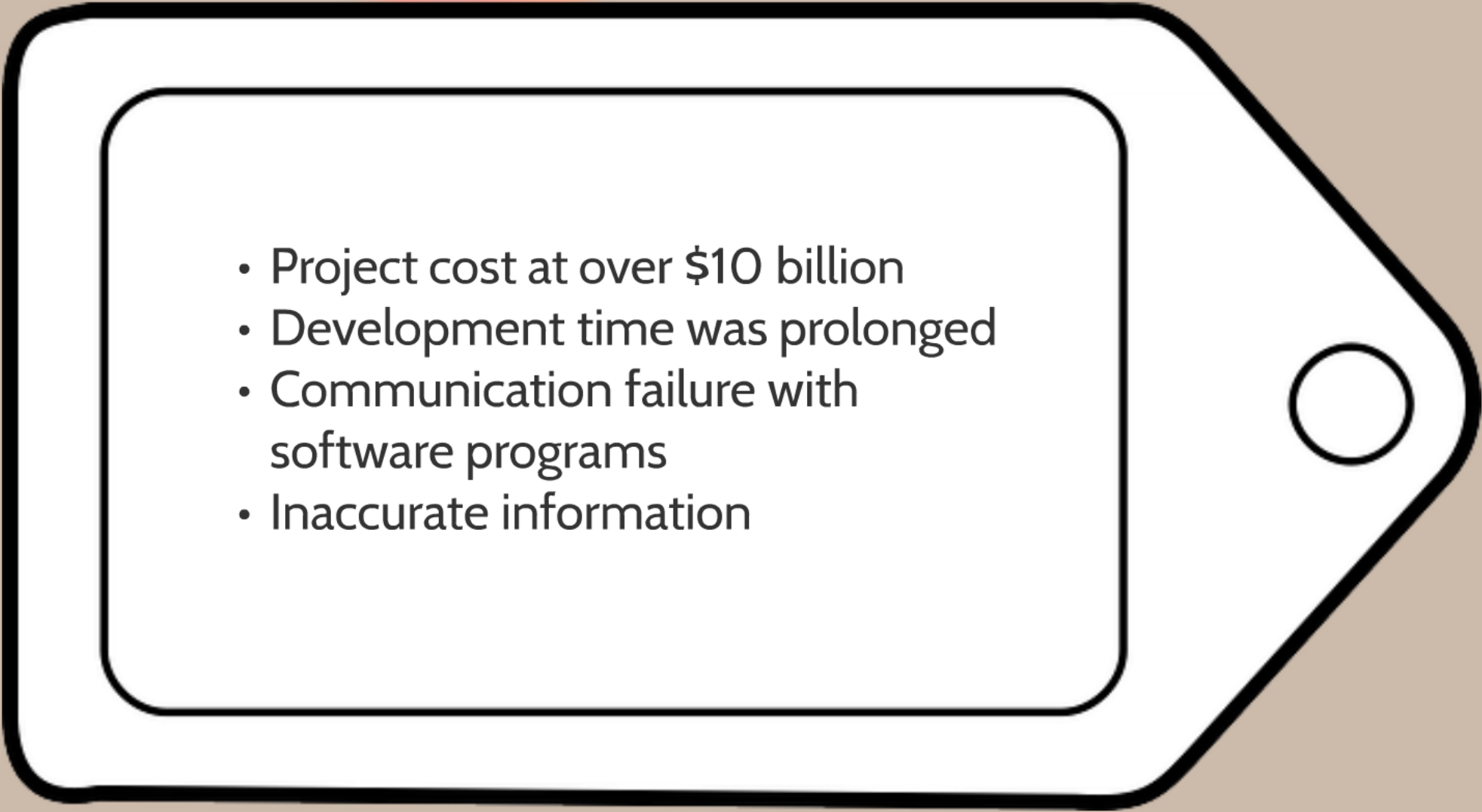
- Technology authorizes supply chains of customer's & suppliers to be connected.

Symptoms

- Project cost at over \$10 billion
- Development time was prolonged
- Communication failure with software programs
- Inaccurate information

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