



Bombardier Inc. - Case Study of a brand in an Emerging Country

Eugen Dimant, Susanne Lindner , James Liu, Trinidad Ruiz, Varun Tejpal

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Project Report from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: -, Ottawa University (-), course: International Marketing, language: English, abstract: Canadian businesses have been shaped around the needs of its citizens for as long as it can be remembered. One can only imagine how the Canadian winters, the landscape, and the large territory of the country has shaped the culture of Canadian citizens. This inability to move around as freely as one could wish for during the cold winters for example has created opportunities for companies to develop products and services to Canadians in order to adapt to their needs. Bombardier Inc. more specifically was not only able to create a product that met the needs of Canadians, but was also a key player in the revolution of transportation in Canada and around the world.

Through the company's development, Bombardier Inc. met many challenges which forced it to adapt to change quickly. This ability has been a key component of its success, a strength that has no doubt created a worldwide reputation for the company. In fact, a survey given to over 2,244 Canadians determined that Bombardier was the third company in Canada with the best corporate reputation. This result places the company on the top tier of companies worldwide with strong reputations (Cowan, 2010).

The purpose of this paper is to analyse how Bombardier was able to build a strong reputation of its brand. The research will focus on analysing the company's engagement in international marketing, more specifically in an emerging country such as India.

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