Executive summary of Airbus Company

Over the past 50 years, the Company has transformed aerospace through bold alliances, innovative products, and technologies through the strong commitment of generations of passionate, visionary, and talented individuals. The Airbus Company is focused on serving its client through building a sustainable, purpose-driven culture that ensures safety, quality, and ethics. The Company gives its clients priority by listening to the issues that surround the Company. Although the Company has been making forward steps in providing service to its clients, it has also been experiencing challenges with the corona-virus pandemic hitting the industry with high magnitudes. In this research project, we will discuss more on some of the challenges that have surrounded the Company and provide some solutions to these challenges. As the Company enters a new era, it has to address the challenge of uncertainty over two major programs, mounting legal problems, and change of management among seniors. These challenges have seen the Company's core earnings drop by 7% for the new orders for new planes. In addition, the parent Airbus Group (EADS) was formed from multiple mergers that failed to buy BAE systems, which led to the consolidation of shareholders being dimmed and the Company taking too long to merge internally (Batool, 2021). Again the reshuffling of leaders from the Company's management has harmed the operations of the Company. To ensure the continuous operation of Airbus Company, the administration should restore Tom Enders to his former post as head of the planemaker (Hepher, 2017). The Company can also provide a new management team that has the required expertise and values to continue driving the Company's innovation and address the entire Company's challenges.

References

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