

Context of Learning/Organizational Profile

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1 Introduction

Airbus is an organisation best known for making commercial aircraft such as the A320 and A380 passenger planes. However, the company also produce a much wider variety of aerospace products. Airbus is divided into three main divisions: commercial aircraft, helicopters, and defense & space. Airbus also have close partnerships with other companies such as NASA, where Airbus are assisting with the deployment of their satellites (Airbus 2018b).

The main objective of Airbus is to provide aerospace products and solutions to customers worldwide, aiming for a “better-connected, safer and more prosperous world.” (Airbus 2018a) Airbus emphasise six main aspects of company values and principles which include reliability, diversity and creativity (Airbus 2018c).

This report will discuss different aspects of Airbus as an organisation, including its primary customers and services, its organisational structure, and marketing strategies. This report also takes a closer look at a branch of the IT department, explaining in finer detail the way in which the department synergises with the wider company, the ways in which information systems are developed, and the department’s budgetary processes.

2 Primary Customers

As Airbus produce more than just commercial aircraft, this means they have a variety of main customers and clients. For passenger planes, an example of a client would be an airline looking to purchase a new aircraft for their fleet. One such customer – All Nippon Airways – purchased three A380s to fly their Tokyo-Honolulu route in 2018 (ANA 2018). For defense, Airbus' main clients are military companies whereas for space, the main clients are typically organisations where their primary goal involves space, such as the NASA example discussed previously. Airbus sell a variety of different helicopters, for corporate, civil and defense purposes. This means that these clients can vary too. A recent example is the Hungarian Ministry of Defence. According to Budapest Business Journal 2018, they purchased 16 additional military helicopters from Airbus in 2018.

References

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