

April 15, 2010

Dear GBCC Teams,

Enclosed you will find two cases for the 2010 Global Business Case Competition:

Boeing 787: The Dreamliner, June 2005
Boeing 787: The Dreamliner (B), October 2008

This letter contains some important information about the case analysis and competition rules.

- Your team's role is to act as a multi-functional, internal Boeing task force. The judges will play the roles of Boeing executives. Your job is to prepare recommendations for them.
- Your task force has been asked to provide two sets of recommendations:
 1. Recommend how to avoid/reduce additional supply chain problems when the 787 is in production.
 2. Recommend how to leverage the 787 experience to create long-term competitive advantages in the industry. (Define "long-term" as the next 10-20 years.)

For the first set of recommendations, you are encouraged to address these questions:

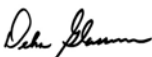
- a. How has Boeing's outsourcing strategy for the 787 contributed to supply chain problems? Have the problems been fixed? What additional risks are out there?
- b. Does Boeing have the right partners? Has too much been outsourced overseas?
- c. How can Boeing convince its customers that it will deliver a quality product without further delays?

For the second set of recommendations, you are encouraged to consider the following:

- a. What will Boeing's core competencies and competitive advantages be in the future?
 - b. Who are the future competitors?
 - c. What's next for Boeing after the 787?
- The two 787 Dreamliner cases provide the background for your analysis. You are expected to do outside research to learn about recent developments in the 787 program and to prepare your recommendations.
 - However, you may not conduct any personal interviews as part of that research. For example, do not call, visit, or e-mail anyone at the case company. The only sources that you may use are publicly available ones (print or electronic).
 - Note: You are allowed to ask librarians where reference materials are located.
 - You will be evaluated on how well you justify your recommendations – this is more important than the specific recommendations that you make.
 - Do not discuss the case, your research, or your presentation with anyone (including your advisor, your ambassador, or GBCC managers) before Saturday's competition.
 - If you have a question about the competition, the rules, these instructions or the case, contact Andrea Gomes (agomes@u.washington.edu).

I look forward to seeing your presentations on Saturday. Have fun!

Sincerely,



Debra Glassman
Faculty Director, Global Business Center

GLOBAL BUSINESS CENTER

MICHAEL G. FOSTER SCHOOL OF BUSINESS LEWIS HALL 303 UNIVERSITY OF WASHINGTON BOX 353200 SEATTLE, WA 98195-3200 USA

TEL: 206.685.3432 FAX: 206.685.4079 EMAIL: uwciber@u.washington.edu WEB: foster.washington.edu/gbc