

# The Boeing Company – SWOT Framework Analysis

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## Abstracts

The Boeing Company is one of the biggest aerospace companies in the world. The company is actively engaged in the manufacturing of commercial airplanes and defense systems. Boeing is also involved in the production of space and security systems.

The company witnessed an increase in its revenues in FY2009 as compared to FY2008 due to the solid performance of its commercial airplanes segment.

The company's latest financials are:

Revenues of \$68,281 million in FY 2009

Operating profit of \$2,096 million

Net profit of \$1,312 million

A SWOT Analysis is a strategic planning tool used to evaluate:

Strengths

Weaknesses

Opportunities

Threats

involved in a project or in a business venture. It involves identifying the internal and

external factors that are favorable and unfavorable to achieving that objective.

The group dynamics in the Aerospace and Defense industry is global and close ended at the same time. On some instances, it may also surpass pure economic considerations. In this industry scenario, Aruvian's R'search analyzes the company The Boeing Company in the SWOT Framework Analysis. The report includes the following:

Business segment analysis of The Boeing Company

Major products & services of The Boeing Company

Profile of the industry The Boeing Company operates in

Profile of its major competitors – Airbus S.A.S., BAE Systems Plc, EADS, General Dynamics Corporation, and the Lockheed Martin Corporation

SWOT Analysis of The Boeing Company

Future Perspective of The Boeing Company

Aruvian's R'search's report The Boeing Company – SWOT Framework Analysis has a broad ranging content suitable for industry experts as well as logically initiating the industry beginners.

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