

# The Boeing Company: Company Strategy & Performance Analysis

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## Abstracts

The Boeing Company: Company Strategy & Performance Analysis

### SUMMARY

The Boeing Company (Boeing) is one of the world's leading aerospace companies that manufactures commercial and defense aircraft, and space, defense and security systems. The company operates its business through two business units: Commercial Airplanes and Defense, Space and Security.

Boeing provides the 737, 747, 767, 777 and 787 families of airplanes and business jets for commercial purposes. This segment also provides aviation services support, aircraft modifications, spare parts, training, and technical advice to commercial and government customers worldwide. The company is continuing development activities relating to its 787-10 and 737 MAX derivatives and the 777X program.

MarketLine Premium's company strategy reports provide in-depth coverage of the performance and strategies of the world's leading Civil Aerospace companies. The report details company operations in key geographies and offers a comprehensive analysis of each firm's growth strategy and financial performance. The reports benchmark company performance via key indicators, including order, order backlog, operating expense, operating income, net income, and MRO revenue.

### KEY HIGHLIGHTS

Boeing reported a total of 848 gross orders over 2015-2016

The highest number of gross orders was reported by the 737 aircraft segment. It reported 701 orders over 2015-2016. This was followed by the 787 segment, which received 80 orders in 2016. The number of gross orders for the 767 category stood at 51. The 747 aircraft segment stood last in terms of number of gross orders as it received only 18 orders in 2016. The company as a whole received 848 gross orders. The company's total number of net orders stood at 787 in 2016. The 737 segment also posted the highest number of net orders. It received 640 net orders, which was followed by the 787 segment with 80 orders. The 767 segment received 41 net orders in 2016. The A380 posted null net orders in 2016.

The company witnessed a decline in order backlog

The company reported an order backlog of US\$473.5 billion in 2016 in comparison to US\$489.2 billion in 2015, indicating a decrease of -3.2%. However, overall, the company witnessed a CAGR of 5.1% in terms of order backlog, from US\$387.6 billion in 2012 to US\$473.5 billion in 2016. The decline in backlog over 2015-2016 was primarily due to deliveries in excess of the company's net orders. The commercial aircraft order backlog declined at -3.5%, from US\$431.4 billion in 2015 to US\$416.2 billion in 2016, which was primarily attributed to an increase in the number of commercial aircraft deliveries. The order backlog included 5,700 commercial aircraft in 2016.

Intense competition restricts revenue growth

Commercial aircraft revenue declined by -1.5%, from US\$66.1 billion in 2015 to US\$65.1 billion in 2016. This decline was primarily attributable to lower deliveries in terms of commercial aircraft. The company's commercial aircraft deliveries decreased from 762 in 2015 to 748 in 2016. Increasing operational constraints affected the company's deliveries. The commercial aircraft industry has become very competitive. Market liberalization in Europe, the Middle East and Asia is enabling the penetration of low-cost airlines into the commercial airline industry, which allows them to gain a share of the market. This has resulted in cost pressures in terms of all the company's airline related products. Thus, the competitive environment has led to a decline in the company's revenue.

## SCOPE

Company Snapshot - Details The Boeing Company's key indicators and rankings in terms of revenue, net income, and operating income.

Company SWOT Analysis - Outlines The Boeing Company 's strengths and weaknesses, and the opportunities and threats facing the company.

Growth Strategies - Provides an overview of The Boeing Company 's corporate goals and strategic initiatives and evaluates their outcomes.

Company Performance and Competitive Landscape - Analyses the company's performance by geographical segment and provides a peer comparison on parameters such as revenue and market share.

Key Developments - Showcases The Boeing Company 's recent corporate events and initiatives.

ICT Spending Prediction - Details how the company allocates its ICT budget across the core areas of its business, specifically hardware, software, IT services, communications and consulting.

## **REASONS TO BUY**

How does The Boeing Company rank among its peers in terms of revenue and market share?

What are The Boeing Company 's main growth strategies and how successful has the company been at implementing them?

How has the company performed since 2014?

How has The Boeing Company performed in comparison to its main competitors?

What are The Boeing Company 's strengths and weaknesses and what opportunities and threats does it face?

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