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# S&P TEST

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## THE BOEING COMPANY SWOT & PESTLE ANALYSIS

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**Company Name :** The Boeing Company

**Company Sector :** Aerospace and Defense

**Operating Geography :** United States, Global

**About the Company :** The Boeing Company is the world's largest aerospace company and the market leader in manufacturing Jetliners, aerospace and defense and security systems. It was founded by William Boeing in 1916 as Pacific Aero Products Co. Headquartered in Chicago, Illinois, Boeing has its geographic footprint across more than 150 countries, operations in more than 50 countries and 11 Research and Development centers around the globe. The company employs more than 160,000 people globally as of Jan 2020. This aviation maverick is broadly divided into five primary divisions: Boeing Commercial Airplanes (BCA); Boeing Defense, Space & Security (BDS); Engineering, Operations & Technology; Boeing Capital; and Boeing Shared Services Group. Boeing featured 24th on the Fortune magazine "Fortune 500" list (2018), ranked 64th on the "Fortune Global 500" list (2018), and was placed 19th on the "World's Most Admired Companies" list (2018).

The Boeing Company's USP or unique selling proposition lies in being the world's biggest aerospace company, the leading manufacturer of commercial aircrafts and defense, space and security systems and service provider of aftermarket support and a the prime supplier to government and commercial aerospace services. Boeing's mission statement reads "Connect, Protect, Explore and Inspire the World through Aerospace Innovation."

**Revenue :**

US\$ 76,559 million – year ending December 31, 2019 (y-o-y decline 24.3%)

US\$101,127 million – year ending December 31, 2018 (y-o-y growth 7.6%)

US\$ 94,005 million – year ending December 31, 2017 (y-o-y growth 1.2%)

US\$ 93,496 million – year ending December 31, 2016

**SWOT Analysis :**

The SWOT Analysis for The Boeing Company is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Large market share and global presence</li> <li>2.Consistently promising order backlog</li> <li>3.Reputed customer base</li> <li>4.Rich product lineage</li> <li>5.Consistently strong financial performance over the years</li> <li>6.Technology innovation with strong spend in research and development</li> </ul>	<ul style="list-style-type: none"> <li>1.High pension spending</li> <li>2.Trade dispute between Boeing and Bombardier impacting Boeing's defence sales</li> <li>3.Weak operational performance in defence and space segments</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Strong long-term air travel market outlook</li> <li>2.President Trump boost to the navy fighter jets</li> </ul>	<ul style="list-style-type: none"> <li>1.Tough Competition from Airbus in Terms of production capacity</li> <li>2.Dependency on United States political policies</li> <li>3.Global ban on the controversial Boeing 737 MAX</li> <li>4.Deadly pandemic sending worse shock waves across the global airline industry</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for The Boeing Company is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Aviation deals with Canada and Iran under threat from Trump administration policies</li> <li>2.Participation in policymaking and politico-corporate lobbying</li> <li>3.Uncertain global political environment leading to economic instability</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Strong GDP growth in emerging markets</li> <li>2.Corona Chaos rippling the aviation industry</li> <li>3.Exposed to volatile currency movements</li> <li>4.Crash in oil prices as OPEC deal failure sparks price war</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Dramatic growth in commercial air travel</li> <li>2.Talent development through university support and student development</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Technological innovation in commercial airplanes</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Strong compliance framework across the supply chain</li> <li>2.Local regulations and government policies</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Sustainability initiatives to reduce the carbon footprint</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

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