

# BOEING COMPANY



**BY: MEGAN SIMON, DELANIE HOLLAND, GABRIEL  
CABALLERO, & RISTO RUSHFORD**



William E. Boeing

- Boeing was officially incorporated in Delaware on July 19<sup>th</sup>, 1934
- After Studying at Yale, Boeing worked in the Timber industry, where he gained a vast amount of knowledge on working with wooden structures. This would later be helpful as he began to design and assemble his airplanes.
- Boeing saw a large opportunity during World War II where it produced a large number of Boeing designed B-17 and B-29 bombers while ranking 12<sup>th</sup> in the among United States Corporations in value of wartime contracts.
- From the first guided short-range missiles, commercial jet-liners, turbine engines and rockets, Boeing was on its way to becoming an industry leader.



Original Boeing location in Lake Union



First Boeing Missile  
(GAPA)



Boeing B-17 Bomber



- By the 1970's a recession was underway and the Boeing Company was facing a 2 billion dollar debt as it continued to manufacture its newly designed 747 airliners.
- For more than a year Boeing received no orders while production of these new airliners slowed to halt because of manufacturing problems.
- The Boeing owned company, Commercial Airline Group, laid off over 20,000 workers (1/3 of it's workforce) making Boeing's total layoffs in Seattle alone swell to over 60,000.
- Because of the layoffs, and the fact that that Seattle relied heavily on jobs through Boeing, two men were inspired to post this now famous billboard, which read:

“Will the last person leaving Seattle-please turn out the lights.”





# FOREVER NEW FRONTIERS



The Boeing 747 First Commercial Flight

- Luckily, Boeings 747 was said to have changed the airline industry forever and on January 21, 1970 the airliner took its first successful commercial flight from New York to London.
- Following the success of the Boeing 747 was a profound leap into a wider range of innovative opportunities including military vehicles, missiles, rockets and a deeper partnership with the space program.
- Press play on the video below to see the first commercial for the Boeing 747:





Today, the Boeing Company is a multinational corporation that designs, manufactures and sells products ranging from airplanes to satellites. Boeing is one of the largest global manufacturers and is the second-largest defense contractor in the world.





**MD&A**



**Ti**



# MD&A

- **USAF contract - \$30B**
- **Growth**
- **1/2 manufacturers that produce 100+ seat airplanes**
- **Exchange rates**



# Commercial Operations



Even though Boeing specializes in large aircraft, it has revamped the previously discontinued 737 line to meet the demand.

But not before it affected profits for the 2016 year.

As commercial airlines seek to increase both capacity and efficiency for regional flights, demand for small to medium sized aircraft has grown, but demand for large sized aircraft has stagnated.



The improved new medium sized airplane:  
Model 737X



# Military / Defense Operations



Still in the prototyping phase, the expensive Boeing XS-1 space plane, also called the Experimental Space Plane, is a reusable unmanned spacecraft being developed for the US military. The final version will be capable of being launched on a daily basis for at least ten days in a row, with a payload of 3,000 lb. satellites at each launch.



# Current Ratio and Operations Cash Flows (in millions)



	2016	2015
Current Ratio	1.25 %	1.35 %
Total Cash Flows	\$ 8,801	\$ 11,302
Cash Flows from Operating Activities	\$ 10,499	\$ 9,363



# Investment and Financing Cash Flows (in millions)



	2016	2015
Cash Flows from Investing Activities	\$ 3,380	\$ 1,846
Cash Flows from Financing Activities	\$ 9,587	\$ 7,920





# INTERESTING FACTS

- Revenues slightly decreased over the past year
- Increased cash flows and strong liquidity
- Won the largest service order in Boeing history
- Intense international aerospace competition
- New business segments (Global Services & Support)

