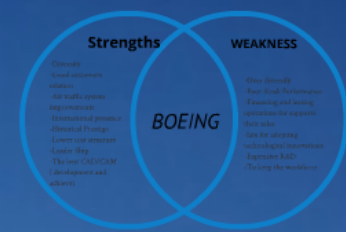
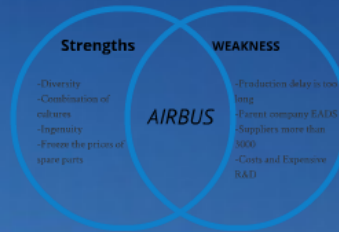
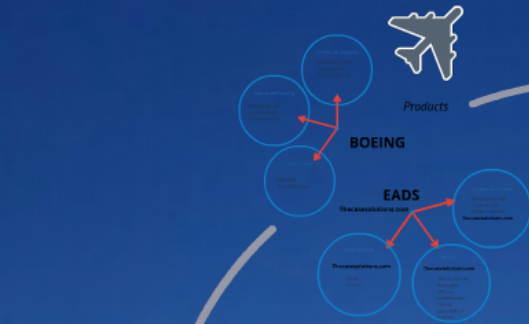


Conclusion

Boeing has chosen to take a customer approach to the market for better cost. Leveraging the experience and technology for efficiency and innovation.

Boeing as the other hand has chosen to invest into their R&D and focus on commercializing existing products and developing the existing operations that will enable the organization to be more cost-effective products.



Textron Corporation-Benchmarking Performance Thecasesolutions.com

Size and market position



Thecasesolutions.com



EADS

Thecasesolutions.com

EADS :

Sales : 74,5 Billions \$

Profits: 1,6 Billions \$

Assets : 115,5 Billions \$

Market Value : 46 Billions \$

Airbus :

Gross Orders : More than 400 units

Blacklog : 3440 units (67% for emerging market)

FY 2011 : 33,103 million €, increase by 17%

EBIT : 1,230 million €, increase X 2 than 2011

BOEING

Thecasesolutions.com

Employees : 174,400

Sales : 81,7 Billions \$

Profits : 3,9 Billions \$

Assets : 88,9 Billions \$

Market Value : 65,4 Billions \$

BOEING

EADS

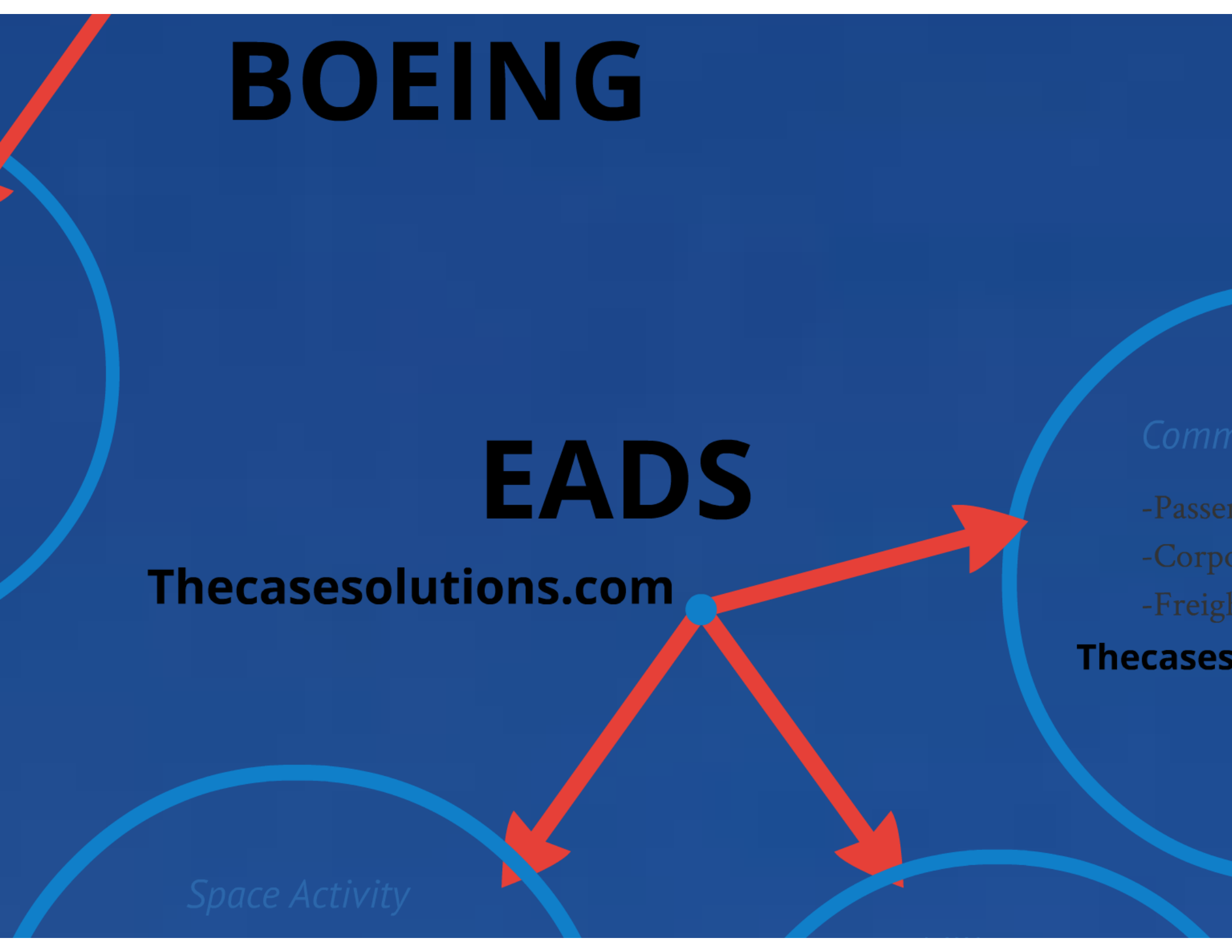
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Comm

- Passen
- Corpo
- Freigh

Thecases

Space Activity





Commercial Airlines

- Passenger Aircraft
- Corporate jets
- Freighter Aircraft

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Military

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-Military Aircraft

-Eurocopter

-Military

communication

(Vizada)

-Space Military

(Astrium)



Space Activity

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- Vizada
- Astrium