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# Aerospace and Defense >> Boeing:

## Strengths:

- Largest global aircraft manufacturer by revenue, orders and deliveries, and the second-largest aerospace and defense contractor in the world
- Efficient design and production systems
- Largest exporter in the United States - provides leverage with US government
- Product diversification (customer and commercial financing, information space and defense systems, and commercial aircraft)

## Weaknesses:

- Internal policies and procedures
- Slow to react to market demands

## Opportunities:

- Cost and Technical powerhouse from systems to aircraft
- IRAD (Industrial Research and Development)
- National and International market expansion

## Threats:

- Airbus (key competitor) being subsidized by European common market
- Boeing competing head to head with Airbus in the world market
- Further focus on refurbishing vs. buying new planes across the airline industry could impact demand

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