

# Strategic Financial Recovery: A Comprehensive Analysis of Boeing's Performance and Future Directions

Jae Hoon Hwang<sup>1</sup>, Sayyid Umar Azan Bukhari<sup>2</sup>

<sup>1</sup>Vision Mentors, Hanoi, Vietnam

<sup>2</sup>International School-Vietnam National University, Hanoi Vietnam

## Abstract

This research paper offers a case study and investigates the Boeing Ltd.'s financial performance and market positioning in the Aerospace and Defense industry from 2020 to 2023 including recovery measures in light of considerable hurdles. The paper utilizes a comparison of the selected financial ratios of liquidity, leverage, activity and profitability Ratio analysis for the competitors such as Airbus and Lockheed martin compare with the Boeing. In spite of a sharp decline in the liquidity ratios and a consistent rise in leverage, the company has witnessed a remarkable turnaround in its profit margin and sales and has translated into a good sign of solvency by 2023. The evidence presented reveals the necessity of preliminary coordination of financial and production strategies to succeed in the aerospace market.

In addition, this paper provides tactical suggestions regarding how to improve Boeing's value for overcoming the financial crisis and improving the corporation's effectiveness. Some of these recommendations are such as the enhancement of debt management, capacity building on operational capacities and embracing of technologies. Thus, the manufacturer can continue the development of its activities in the aviation industry through enhancing the participation of the company within the framework of the regulation and promoting cooperation with the potential partners. In summary, it reflects case study methodology, which enables readers to understand the Boeing Company's financial issues and predict its future performance as a valuable resource for the stakeholders to make better decisions for the organization sustaining in the world of competition.

**Keywords:** Boeing Financial Performance, Aerospace Industry, Competitive Positioning, Recovery Strategies