

STUDENT ACTIVITY**Chapter 22****Internet Connection
Corporate Goals and Results****EXPLORE**

The Boeing Corporation is the world's largest manufacturer of commercial airliners and military planes. Manufacturers like Boeing set targets for profits, manufacturing efficiencies, sales, and other measures of operations.

Keywords: _____

DIRECTIONS

Locate Boeing Corporation's Web site, and review the most recent Annual Report under the "Investor Relations" link. Complete the worksheet below, and answer the questions that follow.

NET RESULTS

**Boeing Corporation
Web site address**

**List three performance
highlights for the most
recent year listed in the
Annual Report.**

**List three financial targets
the company set for the
current year.**

**How did the company
perform in the areas
listed above?**

**List the areas in which the
company is planning for
growth.**

CRITICAL THINKING QUESTIONS



1. If you worked as an executive for one division of Boeing Corporation, what benefits can you identify to setting financial goals for your division?

2. What types of manufacturing costs do you think are involved in the production of a commercial airliner?

3. What goals were discussed for the number of employees for the year? How did the company perform against this goal?

EXTENSION EXERCISE



Search the Boeing news and press release archives for articles relating to manufacturing costs. (Hint: Using the search box, type in the search terms “manufacturing costs”.) Select one news article and prepare an overview of the article’s topic. Include any details related to Boeing’s attention to manufacturing concerns or costs.

