

# Strategic Marketing Problems Southwest Airlines Case Study

Case Studies on Aviation Industry Case Study Japan Airlines Innovation in Commoditized Service Industries Case Study Japan Airlines Ryanair Case Study and Strategic Analysis Case Study "Risk and Decision Making" A Case Study of EasyJet and the Airline Industry Case Study in Aircraft Design Key Influences on the Early and Rapid Internationalization in the Airline Industry. A Case Study on easyJet An Ethical Dilemma How Sustainable Development Affects the Aviation Industry. A Case Study of the Lufthansa Group Aircraft Safety Case Studies in Business Ethics Air Transport and Regional Development Case Studies Branding Satisfaction in the Airline Industry The triangular business relationship among Regional Authorities, Airport and Airlines An Empirical Analysis of Global Airline Alliances The Airline Profit Cycle Operations Research in the Airline Industry The Effect of Deregulation on Airline Business Strategy Mercy Mathew Svenja Stellmann Maximilian Rothkopf Svenja Stellmann Christoph Müller Thomas Punzel Florian Mayer Johannes Michl John R. Ledgerwood Ida Maria Richter Shari Stanford Krause Thomas Donaldson Anne Graham Kee Mun Wong Doron Levy Jong-Hun Park Eva-Maria Cronrath Gang Yu Stephen Dennis Hudson Case Studies on Aviation Industry Case Study Japan Airlines Innovation in Commoditized Service Industries Case Study Japan Airlines Ryanair Case Study and Strategic Analysis Case Study "Risk and Decision Making" A Case Study of EasyJet and the Airline Industry Case Study in Aircraft Design Key Influences on the Early and Rapid Internationalization in the Airline Industry. A Case Study on easyJet An Ethical Dilemma How Sustainable Development Affects the Aviation Industry. A Case Study of the Lufthansa Group Aircraft Safety Case Studies in Business Ethics Air Transport and Regional Development Case Studies Branding Satisfaction in the Airline Industry The triangular business relationship among Regional Authorities, Airport and Airlines An Empirical Analysis of Global Airline Alliances The Airline Profit Cycle Operations Research in the Airline Industry The Effect of Deregulation on Airline Business Strategy *Mercy Mathew Svenja Stellmann Maximilian Rothkopf Svenja Stellmann Christoph Müller Thomas Punzel Florian Mayer Johannes Michl John R. Ledgerwood Ida Maria Richter Shari Stanford Krause Thomas Donaldson Anne Graham Kee Mun Wong Doron Levy Jong-Hun Park Eva-Maria Cronrath Gang Yu Stephen Dennis Hudson*

whenever an industry under regulation is liberalised there is an increasing tendency to overestimate returns and that too without considering how well the support system can sustain those returns when the aviation industry was liberalized new entrants flooded the aviation market especially the low cost carriers lcc low entry barriers rising income and demographic profile of fliers growing potential of domestic and international travel signaled unlimited opportunity for the airline companies plagued by the high cost structures of the hub and spoke business model and tempted by the success of southwest airlines ryanair and other lccs many traditional airlines too slid into the tarmac but not many could hold ground for long owing to the highly cyclical cost intensive nature of the business but more so because

of the added capacity case studies on aviation industry is a compilation of the experiences of various airlines across geographical regions it spotlights what caused few airlines to prosper while others perished

research paper undergraduate from the year 2010 in the subject business economics business management corporate governance grade 10 northumbria university course strategic management and leadership language english abstract japan airlines corporation jal is the leading full service airline in asia operating in the domestic and international passenger air transport industry however in 2009 jal's financial situation is alarming 2009 was completed by a 51bn operating loss representing a decrease of 140bn from previous year in comparison jal's major competitor all nippon airways manages to stay in the black this means jal's competitive position is clearly in danger even worse if jal does not find a new strategic option immediately they are in danger of going bankrupt soon this paper intends to find such a strategic option to guarantee future success of the airline a thorough strategic analysis including an internal and external analysis is used to find out the key strategic issues afterwards three possible strategic options are discussed the most promising option is put forward and its implementation issues are thoroughly discussed

the passenger airline industry is a prominent service industry that is becoming increasingly commoditized as little empirical work in this field exists this study contributes to research by exploring how passenger airlines leverage innovation in such market conditions from a strategic and organizational view comprehensive case studies of a sample of eight passenger airlines constitute the empirical basis the analysis detects patterns of innovations and draws conclusions on the strategic innovation behavior in the airline industry the study proposes an organizational concept and a strategic approach for airlines to innovate in an increasingly commoditized market

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research paper undergraduate from the year 2011 in the subject business economics company formation business plans grade a the university of surrey course business strategy language english abstract this report conducts a competitive analysis of europe's leading low cost carrier ryanair for this purpose various concepts and frameworks of the strategic paradigm are applied such as michael porter's five forces and value chain analysis swot or resource based view when it comes to ryanair's external

environment the report provides extensive information on the external factors that are having a significant impact on Ryanair's low cost strategy and its economic viability for example it takes into account recent global incidents such as the volcanic eruption in Iceland or the public turmoil in Libya furthermore based on the competitive analysis recommendations are made on Ryanair's future direction and as to how it can sustain and extend its strategic position in particular this part deals with strategic human resource management corporate social responsibility lean thinking and diversification due to the complexity of the aspects covered in this report and the need to clarify some of them more comprehensively appendices are provided to promote understanding

scientific study from the year 2008 in the subject business economics general grade B University of Birmingham language English abstract Jet Airways is one of the biggest airline companies in India the company started its operations in May 1993 from Mumbai India the main products of the company are passengers air transportation cargo service and services such as city check in or ramp handling Jet Airways operates 340 flights daily and mostly to their 44 domestic destinations but the company also serves the six following international destinations Malaysia Nepal Singapore Thailand and the United Kingdom Jet Airways revenue in 2006 accounted for 1379.9 million USD which signifies an increase of 38.8 compared to 2005 ICAI 2005 the trend of fast global travel goes together with the strong supplier power as aircraft manufacturing is dominated by a duopoly the global airline industry is a deregulated industry which attracts new entrants airlines and the most successful segment is the domestic one with a volume of 67.3 another indication for more and fast global travel are growing passenger numbers of 6.5 2002 2006 ICAI 2005

seminar paper from the year 2003 in the subject business economics marketing corporate communication CRM market research social media grade 79 University of Leeds Trinity All Saints College course advanced marketing 40 FU notes entries in the bibliography language English abstract this paper presents a thorough marketing plan for the no frills low cost airline EasyJet by following a professional and widely used and accepted marketing planning structure to familiarise the reader with the airline industry as well as EasyJet the company under study here the text starts with an introduction to EasyJet's corporate history and its current position within the airline industry then an external and internal analysis of EasyJet's business follows which culminates in a SWOT analysis the paper concludes with a marketing plan recommendation to further EasyJet's growth in international air transport

an account of the Boeing 727 including the aerodynamic configuration development and some of the major decisions encompassing the total program

master's thesis from the year 2016 in the subject business economics miscellaneous grade 1.0 course international management language English abstract this dissertation analyses the key influences on the emergence of born global firms BGFs in the airline industry thus it helps to contribute to the general knowledge on the topic known to date and to be an inspiration for future studies in this area at the centre of attention is the question what key influences favoured the early and rapid internationalization in the case of the low cost airline EasyJet in order to answer this question the appropriate methodology of a single case study content analysis approach was chosen hence reference is made to various documents and archival records such as books company documents company websites journal articles

newspaper articles official statistical data and other internet sources the time period under consideration is from the foundation of the firm to the first internationalization steps the results show that the market conditions of the low state protection in the home country the strong opportunistic behaviour of easyjet when selecting the host country the high internationality and extensive use of technology in the airline industry has promoted the early and rapid internationalization of easyjet further the findings recommend that majority of easyjet's resources had a positive influence on early and rapid internationalization the most important key influences could be identified in the human resources thus the founder of easyjet is a young confident international experienced man who possesses a positive mind set an international vision and a high risk tolerance missing industry knowledge of the founder is compensated through the extension of the senior management thus we can conclude that the decisive aspect of whether or not to internationalize lies with the attitudes of senior management in many cases it requires a paradigm shift in order to move toward the bgf model

this case is based on a real situation and covers aspects of unethical decision making practices in the airline industry eastjet an airline company based in eastern europe is a small regional air carrier struggling to achieve profitability in a limited niche market eastjet's executive team is expected to make significant cost cuts and show positive changes in the airline's financial situation newly appointed onboard services manager emma banks joins the company and discovers unethical practices related to catering cost calculations and tax evasion students are asked to analyze the ethical dilemma emma faced and to assess possible outcomes based on the information provided in the case and class discussions

bachelor thesis from the year 2020 in the subject tourism miscellaneous grade 1.5 cologne business school kln language english abstract this bachelor thesis will firstly define the term sustainability and explain what it consists of according to the triple bottom line model by john elkington by doing a systematic literature review furthermore a closer look into the airline industry will be taken to analyse which challenges and possible opportunities carriers have to face during this significant transformation while focusing on the research question to what extent is the lufthansa group adapting to the sustainable change the lufthansa group will serve as the case study of this thesis to gain a deeper understanding of not only the theoretical elaboration but also the practical implementation of the paris agreement of climate change this analysis will firstly work out existing definitions of sustainability and sustainable development which will be presented in the first chapter moreover a small digression into sustainable tourism as a whole will be made which serves as a transition to the main topic of this bachelor thesis sustainability in the airline industry the theoretical framework of this paper will be the triple bottom line model by john elkington this model defines sustainability depending on three main pillars which form the components of the term moreover based on different political statements and reports such as the paris agreement of climate change as well as on statistics that prove not only the existence of global warming but also its consequences the importance of this elaboration will be once more underlined in the end balance and annual reports which are placed at the disposal of the lufthansa group will serve as the relevant data for analysing the application of the theory to the case study with the focus on the economic and social components

this worldwide bestseller utilizes case studies to examine and explain aircraft accidents and incidents covers five major problem causes human factors weather mid air collisions mechanical failure runway

incursions new to this edition chapters on monitoring managing cockpit behavior and spatial disorientation 27 new case studies 25 new illustrations updated data and statistics throughout

this collection of quality cases and essays on business ethics addresses some of the most pertinent ethical issues in today's business environment it goes well beyond matters of fraud and public relations to consider standards of professionalism corporate decision making structure the interface between ethical theory and economic practice etc contains cases that deal not only with ethical failures but with ethical successes

this book is one of three inter connected books related to a four year european cooperation in science and technology cost action established in 2015 the action called air transport and regional development atard aimed to promote a better understanding of how the air transport related problems of core regions and remote regions should be addressed in order to enhance both economic competitiveness and social cohesion in europe this book focuses on case studies in europe related to air transport and regional development it is divided into four geographical regions after a general chapter that compares regional air transport connectivity between remote and central areas in europe the first region is northern and western northern europe case studies related specifically to norway finland the united kingdom and ireland the second is central and eastern europe bulgaria bosnia and herzegovina and poland the third is central western europe belgium and switzerland and finally the fourth is southern europe portugal spain and italy there is no other single source publication that currently covers this topic area in such a comprehensive manner by considering so many countries the book aims at becoming a major reference on the topic drawing from experienced researchers in the field covering the diverse experience and knowledge of the members of the cost action the book will appeal to academics practitioners and policymakers who have a particular interest in acquiring detailed comparative knowledge and understanding of air transport and regional development in many different european countries together with the other two books air transport and regional development methodologies and air transport and regional development policies it fills a much needed gap in the literature

scientific study from the year 2015 in the subject economics international economic relations grade a 1 0 de university of applied sciences frankfurt am main faculty of business and law course mba aviation management language english abstract this paper evaluates the triangular business relationship among regional authorities airports and airlines by analyzing the business relationship between the state of saxony leipzig halle airport and dhl the case study under investigation is the relocation process of the european hub of dhl to leipzig halle airport known as project pegasus the paper contributes to the existing literature by offering a model of interdependencies of a triangular business relationship and by arguing that constructing interdependencies is crucial for successful and positive business relationships among regional authorities airports and airlines the interdependency of each party on its counterparts creates commitment builds trust and constitutes strong governance mechanism for executing joint investment initiatives during negotiations the three parties should incorporate each party's individual strategy into the triangular group's overall strategy thus achieving a positive end result for future collaborations

investigates the effects on air fares passenger volume and consumer surplus of four major alliances in

north atlantic aviation markets british airways us air delta sabena swissair klm northwest and lufthansa united airlines

the air transport industry has high economic impact it supports more than 60 million jobs worldwide since the early years of commercial air travel passenger numbers have grown tremendously however for decades airlines financial results have been swinging between profits and losses the airline industry's aggregate net average profit between 1970 and 2010 was close to zero which implies bankruptcies and layoffs in downturns the profit cycle's amplitude has been rising over time which means that problems have become increasingly severe and also shows that the industry may not have learned from the past more stable financial results could not only facilitate airline management decisions and improve investors confidence but also preserve employment this book offers a thorough understanding of the airline profit cycle's causes and drivers and it presents measures to achieve a higher and more stable profitability level this is the first in depth examination of the airline profit cycle the airline industry is modelled as a complex dynamic system which is used for quantitative simulations of what if scenarios these experiments reveal that the general economic environment such as gdp or fuel price developments influence the airline industry's profitability pattern as well as certain regulations or aircraft manufactures policies yet despite all circumstances simulations show that airlines own management decisions are sufficient to generate higher and more stable profits in the industry this book is useful for aviation industry decision makers investors policy makers and researchers because it explains why the airline industry earns or loses money this knowledge will advance forecasting and market intelligence furthermore the book offers practitioners different suggestions to sustainably improve the airline industry's profitability the book is also recommended as a case study for system analysis as well as industry cyclicity at graduate or postgraduate level for courses such as engineering economics or management

260 2 crew legalities and crew pairing repair 264 3 model and mathematical formulation 266 4 solution methodology 271 5 computational experiences 277 6 conclusion 285 references 286 10 the use of optimization to perform air traffic flow management kenneth lindsay e andrew boyd george booth and charles harvey 287 1 introduction 288 2 the traffic flow management tfm problem 289 3 recent tfm optimization models 292 4 the time assignment model tam 302 5 summary and conclusions 307 references 309 11 the processes of airline system operations control seth c grandeau michael d clarke and dennis f x mathaisel 312 1 introduction 313 2 the four phases of airline schedule development 315 the airline operations control center occ 3 320 4 analysis of operational problems 331 5 areas for improvement 352 6 case study pt garuda indonesia airlines 357 references 368 12 the complex configuration model bruce w patty and jim diamond 370 1 introduction 370 problem description 2 371 problem formulation 3 375 4 model implementation 379 ix contents 383 5 summary references 383 13 integrated airline schedule planning cynthia barnhart fang lu and rajesh shenoi 384 1 introduction 385 2 fleet assignment and crew pairing problems existing models and algorithms 388 3 an integrated approximate fleet assignment and crew pairing model 393 4 an advanced integrated solution approach 395 5 case study 396 6 conclusions and future research directions 399 references 401 14 airline schedule perturbation problem landing and takeoff with

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