

Strategic Marketing Problems Southwest Airlines Case Study

Ryanair Case Study and Strategic Analysis Case Study Japan Airlines Case Studies on Aviation Industry Innovation in Commoditized Service Industries Case Study Japan Airlines A Case Study of EasyJet and the Airline Industry Case Study "Risk and Decision Making" The Airline Industry Operations Research in the Airline Industry The Case Study Companion Key Influences on the Early and Rapid Internationalization in the Airline Industry. A Case Study on easyJet Common Use Facilities and Equipment at Airports Navigating Turbulence: An Analysis of Airline Failures 2019-2023 The Airline Industry International Case Studies in Tourism Marketing Procurement Decisions in the Airline Industry Case Study Method Airline Operations and Delay Management Airline Products, Travel Marketing, and Tourism Economics Big Data to Improve Strategic Network Planning in Airlines Christoph Müller Svenja Stellmann Mercy Mathew Maximilian Rothkopf Svenja Stellmann Florian Mayer Thomas Punzel Gang Yu Scott Andrews Johannes Michl Rick Belliotti Adiel Mambara Alessandro Cento Gürhan Aktaş Tobias Rudeloff Roger Gomm Cheng-Lung Wu Kamlesh Rawal Maximilian Schosser

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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 island 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

research paper undergraduate from the year 2010 in the subject business economics business management corporate governance grade 1 0 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

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

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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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 noten 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

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 icfai 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 icfai 2005

the airline industry has been under increasing pressure recently from the increased competition of low cost airlines and the terrorist events of 2001 to name but a few various us airlines including delta and northwest have been declared bankrupt oil prices have soared and seat prices are still being forced down the supply far outweighing the demand this e book looks at recent case studies of airlines in crisis continental airlines and also airlines which have excelled at expansion during this turbulent time such as easyjet and ryanair and offers examples of successful strategies previously used the collection also features interviews with high profile figures from airlines such as go qatar airways and swiss international airlines

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

the case study method of teaching and learning adopted by business schools and management centres globally provides an important function in management education but employing it effectively can often be a challenge this book provides practical insights tools and approaches for both case teaching and writing drawing on perspectives from expert practitioners around the world this book aims to critically examine different approaches to using case studies in group based participant centred learning environments exploring good practices for case teaching and learning it provides guidance for case writers on various approaches to structuring case data presentational formats and the use of technology in the construction of different types of cases it also demonstrates the use of the case method as a tool for assessment supporting students own development of cases to showcase good practice in organisations the final section of this book showcases some of the resources available providing links and reviews of additional material that can support future case teaching and writing practice including publication the case study companion is designed for lecturers using cases within their teaching across all management disciplines as well as those training for professional development and management education qualifications it will also be useful for postgraduate mba and executive education students wanting to make the most of case studies in their learning and assessments

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 synthesis study is intended to inform airport operators stakeholders and policy makers about common use technology that enables an airport operator to take space that has previously been exclusive to a single airline and make it available for use by multiple airlines and their passengers common use is a fundamental shift in the philosophy of airport space utilization it allows the airport operator to use existing space more efficiently thus increasing the capacity of the airport without constructing new gates concourses terminals or check in counters this synthesis was prepared to help airport operators airlines and other interested parties gain an understanding of the progressive path of implementing common use noted as the common use continuum it identifies advantages and disadvantages to airports and airlines and touches on the effects of common use on the passenger the information for the synthesis was gathered through a search of existing literature results from surveys sent to airport operators and airlines and through interviews conducted with airport operators and airlines

embark on a journey through navigating turbulence an analysis of airline failures 2019 2023 where a seasoned airline professional with over 25 years of experience meticulously examines the downfall of various airlines through comprehensive case studies delve into the complexities behind operational inefficiencies financial mismanagement and other critical factors contributing to these failures each study is structured with clarity featuring concise abstracts historical context and industry insights providing invaluable lessons for industry enthusiasts and professionals alike the book concludes with a chapter summarizing key takeaways and comprehensive reflections from the author offering closure to the narrative accessible yet informative navigating turbulence serves as a vital resource for understanding the challenges facing the aviation industry whether you're an industry analyst senior airline manager or simply intrigued by aviation this book offers a nuanced exploration of airline failures and strategies for resilience in an industry grappling with unprecedented challenges

the debate on the future of the aviation sector and the viability of its traditional business practices is the core of this book the liberalization of the eu market in the 1990s has radically modified the competitive environment and the nature of airline competition furthermore the new millennium began with terrorist attacks epidemics trade globalization and the rise of oil prices all of which combined to push the industry into a perfect storm airline industry profitability has been an elusive goal for several decades and the recent events has only accentuated existing weaknesses the main concern of industry observers is whether the airline business model successful during the 1980s and 1990s is now sustainable in a market crowded by low cost carriers the airlines that will respond rapidly and determinedly to increase pressure to restructure consolidate and segment the industry will achieve competitive advantages in this context the present study aims to model the new conduct of the legacy carriers in a new liberalized european market in terms of network and pricing competition with low cost carriers and

competitive reaction to the global economic crises

this international case study book provides 27 expertly curated case studies on the topic of tourism marketing each with detailed implementation instructions for the instructor in order to maximise student participation and learning the dynamic characteristic of the industry under the influence of micro and macro environment factors requires future professionals to be equipped with appropriate skills and competencies to deal with such factors in real life practices curated and developed by industry experts and practitioners these case studies embody real world scenarios with the aim of best preparing students for their future careers this compelling set of case studies follows a logical and uniform structure and covers topics such as marketing mix crisis management digital marketing quality development product development and sustainability with reflective questions throughout to aid both in class discussion and self study this book is an ideal study resource for use in higher and vocational education and its unique teaching led approach positions it as a vital study tool for instructors and students alike

inhaltsangabe introduction over the last two decades real options analysis roa has become a fundamental part of project evaluation its increasing use in academia and corporations as well as its application to a wide range of industries make it a valuable tool in finance and accounting departments around the world classical capital budgeting approaches like net present value npv techniques do not account for additional flexibility and are therefore a very static measurement in addition to this a further core factor is the strategic aspect of the investment decision companies often make decisions according to strategic reasons this raises the question of how the bargaining power is divided between a seller and a buyer furthermore the influence of the hold up problem on the two involved players is analyzed finally the trade surplus of the investment is divided between the seller on the one hand and the buyer on the other hand using a game theoretic approach to model this relationship the airline industry is examined in this paper as it offers many possibilities to apply and explain the concepts of real options and bargaining in bilateral negotiations this paper sets out to analyze the value of flexibility of an investment decision and discusses in a second step how the strategic power between the two parties involved is allocated in academic literature limited research has been done to find out about the combination of a real options analysis and the distribution of the trade surplus between the different players involved this presents the following questions does an option in terms of the purchase of an aircraft have additional value in comparison to a classical and inflexible buy now decision for an airline if this is the case how much is this value worth and how is the trade surplus distributed between the two parties involved are there any hold up problems the following chapters will examine and answer these issues chapter two deals with a literature review on standard real options analysis in general and the airline sector in particular in chapter three background information about the airline industry is given and it is stressed why this sector is used for the capital budgeting approach chapter four covers the methodology that is used in chapter five in this chapter a case study involving the purchase decision of an aircraft is discussed using different methods to analyze the commit now and purchase

this is the most comprehensive guide to the current uses and importance of case study methods in social research the editors bring together key contributions from the field which reflect different interpretations of the purpose and capacity of case study research the address issues such as the problem of generalizing from

study of a small number of cases and the role of case study in developing and testing theories the editors offer in depth assessments of the main arguments an annotated bibliography of the literature dealing with case study research makes this an exhaustive and indispensable guide

airline operations and delay management fills a gap within the area of airline schedule planning by addressing the close relationships between network development economic driving forces schedule demands and operational complexity the pursuit of robust airline scheduling and reliable airline operations is discussed in light of the future trends of airline scheduling and technology applications in airline operations the book extensively explores the subject from the perspectives of airline economics airline network development and airline scheduling practices many operational issues and problems are the inevitable consequences of airline network development and scheduling philosophy so a wide perspective is essential to address airline operations in their proper context the influence of airline network development on schedule planning and operations driven by economic forces and relaxed regulations is thoroughly examined for different types of operations in aviation such as network carriers and low cost carriers the advantages and disadvantages of running different networks and schedules are discussed and illustrated with real airline examples in addition this book provides readers with various mathematical models for solving different issues in airline operations and delay management airline operations and delay management is ideal for senior undergraduate students as an introductory book on airline operations the more advanced materials included in this book regarding modeling airline operations are suitable for postgraduate students advanced readers and professionals interested in modeling and solving airline operational problems

explore the intricate dynamics of the travel industry with our comprehensive guide airline products travel marketing and tourism economics this book offers a holistic view of the challenges and opportunities shaping the global travel landscape covering a wide range of topics from marketing strategies to economic principles and airline product innovations dive into the fascinating world of travel marketing where we discuss digital strategies branding techniques customer engagement and the transformative role of technology unravel the economic impact of tourism demand forecasting pricing strategies sustainability initiatives and the interconnectedness of tourism with local economies and communities our book also offers insights into the ever evolving airline products and services including revenue management strategies ancillary services loyalty programs sustainability in aviation and future trends real world case studies and practical applications provide actionable insights for industry professionals academics students and travel enthusiasts with a blend of theoretical knowledge industry expertise and practical guidance airline products travel marketing and tourism economics is an essential resource for understanding the multifaceted aspects of the travel business fostering innovation and navigating the complexities of a dynamic and competitive global market

big data has become an important success driver in airline network planning maximilian schosser explores the status quo of network planning across a case study group consisting of nine airlines representing different business models the author describes 23 big data opportunities for airline network planning and evaluates them based on their specific value contribution for airline network planning subsequently he develops a financial evaluation methodology for big data opportunities based on key performance indicators for airline network planning departments

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Conclusion

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