

Pestel Analysis British Airways

Maxim Lachmann

British Airways Business Model. A Short Overview Anonym, 2015-06-19 Essay from the year 2015 in the subject Tourism, language: English, abstract: British Airways is UK's largest international scheduled airline in terms of fleet sizes with an operating profit of 975 million in 2014 and around 40,000 employees . It flies to more than 170 destinations in almost 80 countries. It is also the fifth largest international cargo airline carrying almost a million tons of mail, freight and courier shipments annually. Furthermore, the airline offers a range of ancillary services including aircraft and maintenance, training and ground handling. It is also a founding member of Oneworld, the third largest airline alliance. Furthermore, BA is the biggest holder of slots at Heathrow airport, which is Britain's most important airline hub. Ever since the airline was privatized in 1987 it grew to become one of the global premium airlines. At the core of the brand lies the motto 'To Fly. To Serve.' Always putting you at the heart of everything we engineer, innovate and pioneer. Today and tomorrow. The airline is also known to be a pioneer in green technology with the goal to set standards in responsible aviation. Consequently, the company engages in fuel innovation, purchases fuel-saving aircrafts and supports community projects and appropriate government regulations. To understand BA's business model in detail, first a SWOT analysis with a PESTLE analysis is conducted and then Porter's Five Forces Model is used.

Strategic Performance Management Bernard Marr, Dina Gray, 2012-08-06 This book is about strategic performance management for the Twenty-First Century organization. In a practical step-by-step approach it navigates readers through the identification, measurement, and management of the strategic value drivers as enablers of superior performance. Using many real life case examples this book outlines how organizations can visualize their value creation, design relevant and meaningful performance indicators to assess performance, and then use them to extract real management insights and improve everyday strategic decision making as well as organizational learning. A key focus of the book is the important issue of creating value from intangible assets. Much has been written about the importance of intangible assets such as knowledge, skills, relationships, culture, practices, routines, and intellectual property as levers for organisational success. However, little has been published that tells managers how to do that. This book moves beyond just raising awareness and provides practical tools and templates, gathered in many extensive case studies with world-leading organizations. The key issues the book addresses are:

- How do we identify the strategic value drivers, especially the intangibles, in our

organisations? • How do we understand their strategic value using the powerful mapping tools? • How do we then measure the business performance? • How do we use performance indicators to improve decision making and organisational learning? • How do we align performance reviews and risk management with our strategy? Well grounded in theory and packed with case studies from around the world, this book will function as a guide for managers as well as a reference work for students and researchers. The tools described in this book are not only suitable for leading international corporations, but have been designed to be equally appropriate for not-for-profit organizations, central and local government institutions, small and medium sized businesses, and even departments and business units. The ideas, tools, and templates provided allow managers to apply them straight away and transform the way they manage strategic performance at all levels of their organization.

Low Cost Concept for Long-Haul Destinations. A Feasibility Analysis of Eurowings' Strategies Maxim

Lachmann, 2017-09-18 Master's Thesis from the year 2016 in the subject Business economics - Operations Research, grade: 1,3, University of Applied Sciences Essen, language: English, abstract: This paper analyses Eurowings' marketing strategy by applying different macro- and microeconomic tools in order to consider competition, political forces, environment influences and economic impacts. The goal is to examine in particular Eurowings' low cost long haul business model and which strategy was selected by the Lufthansa Group and how this strategy works. Additionally, the objective is to analyse Eurowings European competitors, with the major goal first to understand Eurowings' market position in Europe. Subsequently, the results of this strategic assessment show Eurowings' strengths, weaknesses, opportunities and threats. The aviation industry in the 21st century has been changing continuously. The low-cost carrier business model has revolutionised the commercial transport industry. Commercial Aviation industry and its development is positively influenced by external factors such as political, social, economic and technological developments. Airlines are therefore forced to adjust their business models to the external factors and new market requirements, as well as to introduce new business concepts with the objective to gain more market shares and competitive advantages. The European market is divided into different low-cost carriers, each fighting for customers, image, and profit. Eurowings is a new player in this low-cost business, in particular in the market for long-haul destinations, which could become an opportunity to be the first successful low-cost German airline and the third biggest low-cost carrier in Europe.

Key Strategy Tools ePub eBook Vaughan Evans, 2013-03-26 Professional-level information empowering you with over 75 key strategic tools to ensure both short term and long-term success for your business and providing the full gamut of tools and techniques needed for you to create your own strategic plan. Following the footsteps of the hugely successful Key Management Models and Key Performance Indicators, this book delivers information in the practical and accessible framework synonymous with the Key series. Key Strategy Tools covers strategy tools and techniques within seven distinct areas: - Setting goals and objectives - Forecasting market demand - Gauging industry competition - Rating competitive

position - Identifying strategic gaps - Bridging strategic gaps - Addressing risk and opportunity

Challenges and Opportunities for Aviation Stakeholders in a Post-Pandemic World Kurnaz, Salim, Rodrigues, Antonio, Bowyer, Dorothea, 2023-03-03 The aviation industry has undergone a significant change since the 21st century as technological developments accelerated its development. Due to this, there is a need for modern research on the current situation, future expectations, and possible change scenarios in the aviation industry. Challenges and Opportunities for Aviation Stakeholders in a Post-Pandemic World focuses on contemporary studies addressing the effects of economic crises, pandemics, digitalization, and war environments on the aviation industry and draws attention to the aviation industry's current situation and future expectations, focusing on its stakeholders and various industry trends. Covering key topics such as technology, sustainability, digitalization, and aviation management, this reference work is ideal for industry professionals, policymakers, researchers, scholars, academicians, practitioners, instructors, and students.

Strategic Analysis of Lufthansa's Introduction of Eurowings Maxim Lachmann, 2016-02-04 Seminar paper from the year 2015 in the subject Business economics - Operations Research, grade: 1,7, , language: English, abstract: The aviation industry has changed in the recent years rapidly. Twenty to thirty years ago the aviation was too expensive for the most people and a network of international air connections often did not exist. Nowadays the aviation belongs almost to an everyday business, whether professionally or privately. At the end of the 70s there was an air traffic revolution, the concept of the low cost carrier (LCC) started. The LCC is a provider of the basic products, such as low service on board, seat comfort and free baggage drop off. 1 The first LCC was the southwest airlines from the USA. Up to the 90s Southwest offered LCC connection in US; without competitors in this business area. In 1990 the Irish airline Ryanair was founded and was the first LCC in the European (EU) area. The airlines are facing new challenges: more clientele, more fair flight prices in comparison to the competition and in addition high margins. For a long time such scheduled airlines like LH Group, KLM- Air France and British Airways-Iberia were the representative airlines in the EU. People have spent a lot of money for having a full service on Board (luggage, food, etc.) and were often dissatisfied about constantly rising prices for the flight tickets. With the origin of LCC, the market has changed enormously. Yearly scheduled airlines announce customer decline and decreasing profits. What is the reason for that? Are the LCC responsible for it? Do the scheduled airlines have to rethink their strategies to be still competitive in the market?

Strategy Brad MacKay, Mikko Arevuo, David Mackay, Maureen Meadows, 2020 A new breed of strategy textbook for a new generation of strategists, Strategy: Theory, Practice, Implementation puts the implementation of strategy centre stage to help tomorrow's business professionals think, talk, and act like a strategist.

Organizational Change in Action Louise Boulter, Thomas Calvard, Goudarz Azar, 2025-11-13 This compact overview of change management today includes both classical critical frameworks and contemporary developments, as well as a focus on

employability.

Business Review ,2002

Low-Cost Carrier Industry ,

Tourism Marketing Les Lumsdon,1997 An introduction to marketing within the context of the international tourism industry. Focusing on core marketing theory and practice, this text takes a critical approach to encourage greater depth of learning and includes topics of current interest, such as relationship marketing. Student learning is reinforced by the provision of numerous cases, mini-cases, summaries, reflection points, questions and exercises.

Case Study Japan Airlines Svenja Stellmann,2010-12-07 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.

The Economics of Leisure and Tourism John Tribe,1995 The Economics of Leisure and Tourism is a new and fresh text which tackles issues that will affect the sector into the next century including globalization, virtual leisure, and the grey and green revolutions. Essentially a real world text in applied economics, it explains the necessary economic theories from first principles and applies them to a range of leisure and tourism problems and issues at the consumer, business, national and international level. Areas covered include: consumers, suppliers and markets; reasons for market intervention; analysis of the operation environment; market strategies; economic impacts; environmental issues; strategies for green leisure and tourism provision. The text is international in its outlook, taking examples from Brazil, China, India and Japan, as well as Europe and the USA, to illustrate multinational provision, tourism and leisure as strategies for economic development, and emerging markets. It also contains features designed for ease of student use such as: visual mapping of chapter contents; chapter objectives; diagrams, data and news cuttings; summaries of key points; short answer questions; case studies. International perspective with examples Europe and the US Explains the necessary economic theories and applies them to a range of leisure and tourism problems

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