

# Pestel Analysis On Airline Industry

## **PESTEL Analysis on the Airline Industry: Navigating Turbulent Skies**

### Introduction:

The airline industry, a global behemoth connecting billions annually, operates within a relentlessly dynamic environment. Understanding the forces shaping its future is crucial for both industry insiders and keen observers. This in-depth PESTEL analysis dissects the key political, economic, social, technological, environmental, and legal factors impacting the airline industry, providing a comprehensive overview of current challenges and future trends. We'll explore how airlines are adapting to these pressures, identifying opportunities and potential pitfalls for stakeholders. This analysis goes beyond a simple overview, delving into the nuanced interplay of these factors and offering actionable insights.

### 1. Political Factors:

The airline industry is heavily regulated, making political stability and government policies paramount. These factors can significantly impact profitability and operational efficiency. Key political considerations include:

**International Relations:** Geopolitical instability, trade wars, and strained diplomatic relations directly impact flight routes, passenger numbers, and fuel costs. Airlines must navigate complex international agreements and regulations, often facing restrictions on airspace access or operational permits.

**Government Subsidies and Deregulation:** Some governments provide subsidies to domestic airlines, creating an uneven playing field and impacting competition. Conversely, deregulation can stimulate competition but also lead to price wars and instability.

**Aviation Security Regulations:** Post-9/11, security regulations have drastically changed the airline landscape. Increased security measures, while vital for safety, add significant operational costs. The ongoing evolution of security protocols demands constant adaptation and investment from airlines.

**Political Risk and Instability:** Operating in politically unstable regions poses significant risks, including potential nationalization, expropriation, and disruptions to operations due to civil unrest or conflict. Airlines must conduct thorough risk assessments and develop contingency plans.

### 2. Economic Factors:

Economic conditions worldwide exert profound influence on the airline industry. Fluctuations in fuel prices, currency exchange rates, and overall economic growth directly impact passenger demand and profitability.

**Fuel Prices:** Fuel is a major operational expense for airlines, making them highly sensitive to fluctuations in oil prices. Hedging strategies and fuel-efficient aircraft are critical for mitigating these risks.

**Economic Growth and Recession:** During economic booms, passenger numbers surge, driving revenue growth. Conversely, recessions lead to decreased travel demand, forcing airlines to cut

costs and adjust capacity.

**Inflation and Interest Rates:** Inflation impacts operational costs, while high-interest rates increase the cost of borrowing for new aircraft purchases and expansion projects.

**Consumer Spending and Disposable Income:** The airline industry relies heavily on discretionary spending. Changes in consumer confidence and disposable income directly impact travel patterns and ticket sales.

### 3. Social Factors:

Social trends and consumer preferences significantly shape the airline industry. Understanding these factors is essential for successful marketing and service provision.

**Travel Preferences:** Changing travel preferences, such as an increased demand for budget travel or a preference for specific destinations, influence route planning and pricing strategies.

**Environmental Concerns:** Growing awareness of environmental issues is impacting consumer choices. Airlines are under pressure to reduce their carbon footprint, adopting more sustainable practices and investing in fuel-efficient technologies.

**Demographic Trends:** Population growth, aging populations, and changing demographics influence demand for air travel, particularly in specific regions or market segments.

**Social Media and Online Reviews:** Online reviews and social media significantly influence consumer perception and booking decisions. Airlines must actively manage their online reputation and engage with customers effectively.

### 4. Technological Factors:

Technological advancements are continuously reshaping the airline industry, influencing operations, safety, and customer experience.

**Aircraft Technology:** The development of fuel-efficient aircraft, advanced navigation systems, and improved safety features is crucial for cost reduction and enhanced passenger safety.

**Digitalization and Automation:** Airlines are increasingly leveraging digital technologies for streamlining operations, improving customer service, and enhancing efficiency. This includes online booking systems, mobile check-in, and automated baggage handling.

**Big Data Analytics:** Airlines utilize big data analytics to optimize pricing, route planning, and customer service. Analyzing passenger data helps predict demand, personalize offerings, and improve operational efficiency.

**Artificial Intelligence (AI):** AI is being incorporated into various aspects of airline operations, from optimizing flight schedules to improving customer service through chatbots and virtual assistants.

### 5. Environmental Factors:

Environmental concerns are gaining prominence, putting pressure on the airline industry to reduce its carbon emissions and adopt sustainable practices.

**Carbon Emissions:** Aviation is a significant contributor to greenhouse gas emissions. Airlines face increasing pressure to reduce their carbon footprint through fuel-efficient aircraft, operational improvements, and the development of sustainable aviation fuels (SAFs).

**Climate Change:** Climate change poses risks to the airline industry through extreme weather events,

impacting flight schedules and operational safety.

Noise Pollution: Airport noise pollution is a significant environmental concern, prompting regulations and community opposition. Airlines are investing in quieter aircraft and operational procedures to mitigate noise impacts.

Resource Management: Sustainable resource management is becoming crucial, including water conservation, waste reduction, and responsible sourcing of materials.

## 6. Legal Factors:

The airline industry operates within a complex legal framework, encompassing national and international regulations.

Aviation Safety Regulations: Strict safety regulations govern all aspects of airline operations, from aircraft maintenance to pilot training. Compliance with these regulations is paramount for maintaining operational safety and avoiding legal penalties.

Consumer Protection Laws: Consumer protection laws dictate fair practices regarding ticket sales, baggage handling, and customer service. Airlines must adhere to these laws to avoid legal disputes and reputational damage.

Competition Laws: Antitrust and competition laws prevent anti-competitive practices, ensuring a fair and competitive market. Airlines must be aware of these laws to avoid penalties for collusion or monopolization.

Data Privacy Regulations: Airlines collect substantial amounts of passenger data, making compliance with data privacy regulations, such as GDPR, crucial.

## Sample PESTEL Analysis Report Outline:

### I. Introduction:

Defining the scope of the analysis (specific airline or industry segment)

Overview of the PESTEL framework and its relevance to the airline industry

Research methodology and data sources used

### II. Political Analysis:

Government regulations and policies affecting the airline industry (e.g., subsidies, taxation, security)

Geopolitical risks and their impact on airline operations

International agreements and treaties relevant to aviation

### III. Economic Analysis:

Fuel prices and their impact on airline profitability

Economic growth and its influence on passenger demand

Currency exchange rates and their effects on international operations

### IV. Social Analysis:

Consumer preferences and travel trends

Environmental awareness and its influence on airline operations

Demographic shifts and their implications for the airline industry

### V. Technological Analysis:

Advancements in aircraft technology and their impact on efficiency and sustainability

Digitalization and automation in airline operations

Emerging technologies such as AI and their potential applications

#### VI. Environmental Analysis:

Carbon emissions and their environmental impact

Climate change and its effect on airline operations

Noise pollution and its regulatory implications

#### VII. Legal Analysis:

Aviation safety regulations and compliance requirements

Consumer protection laws and their impact on airline operations

Competition laws and their relevance to the airline industry

#### VIII. Conclusion:

Summary of key findings and their implications for the airline industry

Recommendations for airlines to address the identified challenges and opportunities

Future outlook for the airline industry in light of the PESTEL analysis

#### FAQs:

1. What is the biggest threat to the airline industry based on this PESTEL analysis? Fuel price volatility and the increasing pressure to reduce carbon emissions are arguably the biggest threats.
2. How can airlines mitigate the impact of rising fuel prices? Hedging strategies, fuel-efficient aircraft, and exploring alternative fuels (SAFs) are crucial mitigation tactics.
3. What role does technology play in addressing environmental concerns? Technology plays a vital role through fuel-efficient aircraft design, operational optimization using data analytics, and the development of sustainable aviation fuels.
4. How do social factors influence airline marketing strategies? Understanding consumer preferences, environmental awareness, and using social media effectively are key aspects of modern airline marketing.
5. What is the impact of political instability on airline operations? Political instability can disrupt operations, impact route planning, and create significant security challenges.
6. What are the key legal considerations for airlines regarding data privacy? Airlines must comply with data privacy regulations like GDPR, ensuring secure data handling and transparent data usage policies.
7. How do economic recessions affect the airline industry? Recessions lead to decreased travel demand, forcing airlines to cut costs and adjust capacity to maintain profitability.
8. What are the opportunities presented by technological advancements? Opportunities include improved operational efficiency, enhanced customer experience, and the development of sustainable solutions.
9. How can airlines adapt to changing consumer preferences? Offering a variety of travel options, personalized services, and responding effectively to online reviews are crucial adaptation strategies.

## Related Articles:

1. **The Impact of Climate Change on the Airline Industry:** This article focuses on the specific effects of climate change on airline operations and the industry's response to mitigate risks.
2. **Sustainable Aviation Fuels: A Path to Greener Skies:** This article delves into the development and implementation of sustainable aviation fuels as a crucial step towards reducing carbon emissions.
3. **Airline Revenue Management Strategies in a Volatile Market:** This explores strategies for optimizing revenue in light of fluctuating demand and economic conditions.
4. **The Future of Air Travel: Technological Disruptions and Opportunities:** This examines the transformative potential of emerging technologies in the aviation sector.
5. **Geopolitical Risks and Their Impact on Global Airline Networks:** This analysis focuses specifically on how international relations and political instability impact airline route planning and operations.
6. **Data Analytics in Airline Operations: Improving Efficiency and Customer Service:** This article looks at the use of data analytics for optimizing operations and creating a better customer experience.
7. **The Regulatory Landscape of the Airline Industry: A Comparative Analysis:** This compares and contrasts the regulatory environments across different countries and regions.
8. **Airline Marketing Strategies in the Digital Age: Engaging with the Modern Traveler:** This article explores effective digital marketing techniques for reaching modern travelers.
9. **The Impact of Economic Recessions on Airline Profitability and Strategy:** A detailed analysis of how economic downturns specifically impact airline business models and strategic decisions.

**pestel analysis on airline industry: A Strategic Analysis of Chinese Airline Industry under Online Environment** Hang Liu, 2018-03-29 The boom of internet is causing another industrial revolution. It is necessary for Chinese airlines to develop E-business in order to keep their competitive advantages. China Southern Airlines is the first Chinese airlines to enter E-business sector and is fairly successful in Chinese civil aviation market. However, comparing with British Airways, current E-business strategy in this company quite falls behind. After a strategic analysis, it is clearly that E-business is a profitable strategy for China Southern Airlines and should be applied further. It is quite urgent for China Southern Airlines to enlarge and improve its E-business strategies so that it can consolidate its leading position in this market segment. Therefore, some reasonable future strategic choices are put forward and a recommendation is given. On the other hand, the explosion of Chinese economy provides a rapid growth of air traffic world widely. British Airways and other foreign airlines would increase their profits significantly from Chinese air market.

**pestel analysis on airline industry: Aviation and Airline Management** Rambabu Athota, 2024-09-20 Aviation and Airline Management: University-Based Syllabus Rambabu Athota, with three decades of extensive experience in the aviation industry and five years in academia, bridges the gap between theoretical knowledge and real-world application in this comprehensive guide. His book meticulously aligns with the university syllabus for B.B.A. Aviation courses, making it an essential resource for students of aviation courses, professionals, as well as aviation enthusiasts. Organized into seven detailed chapters, each divided into five units, this book covers various topics essential to understanding aviation and airline management. Clear explanations, current examples,

and detailed illustrations make complex concepts accessible. Each unit concludes with model questions, reinforcing learning and preparing readers for academic success. **Aviation and Airline Management: University-Based Syllabus** equips readers with the knowledge and skills necessary to excel in their studies and future careers. The book provides a solid foundation and a forward-looking perspective in the ever-evolving aviation industry.

**pestel analysis on airline industry: Airline Marketing and Management** Stephen Shaw, 2007 Through five previous editions *Airline Marketing and Management* by Stephen Shaw has established itself as the preferred textbook for students of the principles of marketing and their application in today's airline industry; as well as a reliable reference work for those with a professional interest in the area. Carefully revised, the sixth edition of this internationally successful book includes new material on: the impact of the Trade Cycle and the current period of high oil prices on the demand for air travel; the effect of current trends towards regulatory reform and the relaxation of Ownership and Control rules on the structure of the international airline industry; the continuing strong impact of Low Cost Carriers, and the strategic options open to so-called 'Legacy' airlines as they respond to the challenges facing them; and, the setting up of new 'Business Class Only' airlines. Why are they appearing now, and what are their long-term chances of success? An initial review of the structure of the air transport market and the industry marketing environment is followed by detailed chapters examining airline business and marketing strategies, product design and management, pricing and revenue management, current and possible future distribution channels, and selling, advertising and promotional policies. The reader will benefit from greater understanding of both marketing and airline industry jargon and from the knowledge obtained regarding the significant strategic challenges facing aviation at the present time. Written in a straightforward, easy-to-read style and combining up-to-date and relevant examples drawn from the worldwide aviation industry, this new edition will further enhance the book's reputation for providing the ideal introduction to the subject.

**pestel analysis on airline industry: AVIATION MANAGEMENT** Prabhu TL, Embark on a thrilling journey into the world of aviation with *Navigating the Skies: Mastering Aviation Management*. This comprehensive guide takes you through the art and science of aviation management, unveiling strategies and insights to ensure the smooth operation of airlines, airports, and aviation-related businesses. Whether you're an aviation enthusiast, aspiring professional, or seasoned industry veteran, this book is your compass to mastering the principles of aviation management. Unveiling Operational Excellence: Immerse yourself in the dynamic realm of aviation management as this book provides a roadmap to understanding the intricacies of airline operations, safety protocols, customer service, and regulatory compliance. From mastering flight scheduling and fleet management to ensuring passenger satisfaction and optimizing revenue, from navigating complex aviation regulations to enhancing aviation security, this guide equips you with the tools to excel in the art of aviation management. Key Topics Explored: Airline Operations: Discover the essentials of managing flight schedules, crew assignments, and aircraft maintenance for optimal performance. Passenger Experience: Learn about delivering exceptional customer service, from ticket booking to in-flight comfort. Safety and Security: Understand aviation safety protocols, emergency response plans, and strategies for mitigating risks. Regulatory Compliance: Navigate the ever-changing landscape of aviation regulations and ensure adherence to industry standards. Aviation Business Strategies: Explore revenue management, cost control, and business development in the aviation sector. Target Audience: *Navigating the Skies* caters to aviation professionals, airline managers, airport administrators, students pursuing aviation studies, and anyone passionate about the aviation industry. Whether you're aspiring to lead aviation organizations, enhance passenger experiences, or contribute to the safe and efficient functioning of aviation operations, this book empowers you to navigate the intricacies of aviation management with confidence. Unique Selling Points: Real-Life Aviation Scenarios: Engage with practical examples from the aviation industry that showcase successful aviation management strategies. Practical Tools and Insights: Provide actionable insights, case studies, and advanced tools for optimizing aviation operations. Safety and

Compliance Focus: Address the critical importance of safety protocols and regulatory compliance in aviation management. Strategic Innovation: Showcase how creative strategies and technological advancements are reshaping aviation operations. Soar to New Heights: Aviation Management transcends ordinary aviation guides—it's a transformative resource that celebrates the art of understanding, navigating, and mastering the complexities of aviation management. Whether you're ensuring passenger satisfaction, optimizing operational efficiency, or contributing to aviation industry advancement, this book is your compass to mastering aviation management principles. Secure your copy of Aviation Management and embark on a journey of mastering aviation management for safe, efficient, and innovative skies.

**pestel analysis on airline industry: 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.

**pestel analysis on airline industry: Loyalty Management in the Airline Industry** Ben Beiske, 2002-05-29 Inhaltsangabe:Abstract: This report will demonstrate the importance of Loyalty Management in the competitive environment of the airline industry and will show that a successful approach to Loyalty Management consists of three different, interlinked aspects. These three pillars are Customer Service, Frequent Flyer Programs, and Complaint Management; their interdependence will be analysed in depth, with special attention given to the perceived importance of Frequent Flyer Programs. Findings from a detailed literature review and a survey show that customers do indeed perceive these issues as vital with regards to their loyalty towards a particular airline. It was found that Customer Service can be regarded as the foundation for Loyalty Management; it can help an airline to gain competitive advantage by setting it apart from its competitors. Frequent Flyer Programs, if implemented and run properly, can provide the customer with added value. As such, they compliment Customer Service and can help to increase overall loyalty. Additionally, Complaint Management was found to be gaining importance among airlines. The number of complaints was shown to be rising gradually, stressing the growing significance of efficient Complaint Management and its strong after-effect on customer loyalty.

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**pestel analysis on airline industry: Lufthansa in Its Competitive Environment** Martin Albers, 2008-06 Seminar paper from the year 2007 in the subject Business economics - Business Management, Corporate Governance, grade: 2,1, University of Sunderland (University of Sunderland), course: Contemporary Management, 27 entries in the bibliography, language: English, abstract: After five years of vast losses, especially for the IATA Carrier, which are all scheduled airlines, 2007 will be a successful year for the airline industry, with a forecasted profit of \$8.5 billion. The early 21st century marked the industry with high losses and consolidation. Due to the reason that the industry sector highly depends on the external environment: the terrorist attacks of September 11th 2001, magnified by the weak economic conditions in many major countries and more recently the Iraq War and SARS epidemic, have made the last five years unhappy ones, especially for most of the schedules airlines. In addition to that, the liberalisation of the European aviation market enabled low cost airlines to reshape the competitive environment and to make significant impacts in the world's domestic passenger markets, which have previously been largely controlled by full service carriers. The overall market situation is dominated by increasing pressure on cost and productiveness. The global market trend forces a high company concentration that strengthens market positions. Lufthansa - Germany's national carrier was faced, like all other national carriers with the above-mentioned problems and had to find its way out of the crisis. The central question of this report is: With which tools did Lufthansa solve these problems? And are these tools sufficient to be competitive for future developments? This report paper is dealing with the developments in airline business illustrated with the example of Germany's national carrier, the Lufthansa AG, and the enormous company restructuring toward an ideal global player in a highly competitive environment. By analysing the internal and external influences, p

**pestel analysis on airline industry: Ryan Air. Environmental Analysis, Core Competencies and Strategy Proposal** Judith Hoffmann, 2005-05-19 Seminar paper from the year 2004 in the subject Business economics - Offline Marketing and Online Marketing, grade: 73% (very good), Bournemouth University (Media School), course: Strategic Marketing, language: English, abstract: Creating a sustainable marketing strategy for Ryanair means to organise its future. To plan the future one has to know the present in a broader perspective. This is the starting point of an environmental analysis, which identifies the internal and external parameters of the particular environment an organisation is operating in (Drohan, 1997) and translates it into useful plans and decisions (Albright, 2004). The environmental analysis gives Ryanair the opportunity to identify the main factors affecting the industry it is operating in and to find its opportunities and capabilities. Above all it is important to answer the question "What business are we in?" by defining the industry the organisation is competing in since this gives the opportunity to identify competitive advantages relatively to others (Kay, 1993). Ryanair is positioned as being in the European low-budget airline industry. This creates a competitor group consisting of other European no-frills airlines and low-budget sub brands of traditional airlines but excludes full-service airlines.

**pestel analysis on airline industry: Strategy** David Mackay, David (Professor of Practice Mackay, Professor of Practice University of Strathclyde), Mikko (Senior Lecturer in Strategic Management Strategy Arevuo, Senior Lecturer in Strategic Management Strategy Cranfield University), Mikko Arevuo, Maureen (Professor of Strategic Management Meadows, Professor of Strategic Management Coventry University), Maureen Meadows, 2023-03-27 What does strategy mean to the founder and CEO of a coaching and consulting company whose mission is to create inclusive and values-driven cultures where people can achieve their full potential while positively impacting society? How is sustainable strategic decision-making viewed by a former Member of the European Parliament? Developed in consultation with lecturers, students, and professionals, the research-driven process-practice model of strategy in Strategy: Theory, Practice, Implementation places implementation at its core, enabling students to develop a crystal-clear understanding of how strategy operates in a culture of dynamism, adaptability, and change. The authors' wealth of teaching, research, and practitioner experience shines through in their writing as they strike the perfect balance between clarity and rigour. They expertly cover all the core areas of strategy, using



Carefully paced, step-by-step guidance to apply theories and models of strategy to a diverse range of examples, making the text the most practical of its kind. Moving beyond the limits of traditional texts, Strategy offers unique Practitioner Insights (and accompanying video interviews) gathered from professionals engaged in a range of strategic roles, across multiple industries and sectors worldwide, to help students grasp the complex reality of strategic management in practice. Strategy ultimately provides students with an empowering, critical, and highly practical approach to thinking, talking, and acting like a strategist. Online resources accompanying the textbook include: For registered adopters:- A test bank- PowerPoint slides- Answers to, or guidance on, the case study questions in the book- A series of 'Boardroom Challenges' for use in group role play exercises / action learning simulations- Teaching notes on using the 'Boardroom Challenges' in class For students:- Practitioner insight video interviews, and further videos providing advice on how students can enhance their employability- Research Insights to broaden students' perspectives of academic research and its impact on strategic thinking- Links to articles, cases, chapters, or multimedia resources to support students' further reading- Additional case studies with exercises or discussion questions- MCQs- Guidance on how to analyse a case study- Flashcard glossary- Two additional chapters: Chapter 15 Designing effective strategy activities; Chapter 16 Strategy in practice: learning, reflecting, thinking

**pestel analysis on airline industry:** *The Impact of Mobile Services on the Interaction between Airlines and Passengers* Markus Biedermann, Doron Levy, 2015-01-30 Seminar paper from the year 2013 in the subject Business economics - Offline Marketing and Online Marketing, , language: English, abstract: The purpose of this paper is to research how mobile services impact the interaction between airlines and passengers. The paper begins with a PEST analysis of the European airline industry and focuses on technological changes. It continues with a SWOT analysis of Lufthansa, where we interlink mobile technology as a platform which could reduce costs for the airline. In-depth research on mobile services and their impact on the interaction between airlines and passengers is performed by evaluating different mobile services along Lufthansa's value chain, namely the airline's activities in operations, outbound logistics and marketing and sales. We claim that the interaction through mobile services is limited to one-way interaction, where airlines embrace the mobile services to perform cost reduction along their value chain, and neither offer two-way interaction with their passengers nor asking them to co-create the brand or the product. The current wireless mobile services are already offered via the internet, and allow a better and direct service for passengers. Mobile services are necessary for airlines, so they are not seen as out of date, but it does not mean that having mobile services contributes to having a competitive advantage. On the contrary, not having mobile services results in strategic disadvantage.

**pestel analysis on airline industry:** *Case Study Japan Airlines* Svenja Stellmann, 2010-12 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.

**pestel analysis on airline industry:** *Analysis Without Paralysis* Babette E. Bensoussan, Craig S. Fleisher, 2012-09-17 Since the publication of the original edition, the importance of interpreting business data has become mission critical for professionals in all types of businesses. These

professionals have discovered the benefits of business analysis to address their organizations most crucial strategic and tactical challenges. The Second Edition of this successful guide to business analysis, shows readers how to apply analytical tools without having to mire themselves in advanced math or arcane theory. Analysis Without Paralysis teaches readers the fundamentals of business analysis through the use of 12 core tools. Each tool will make the way readers assess and interpret their business' data more effective, accurate, and actionable. Accessibly written, the authors walk readers through the entire business analysis process and then explain each of today's most valuable analysis tools so business professionals will be able to make better decisions about their company's strategy and operations--and achieve better results. The Second Edition includes three new analytical tools and updates all of the prior edition's data and examples. For each tool, the authors present clear descriptions, context, rationales, strengths, weaknesses, step-by-step instructions, and case study examples. This title should be on any business manager's shelf wanting to make better decisions using analysis. --UK Competitive Intelligence Forum (UK CIF)

**pestel analysis on airline industry: Global Logistics and Supply Chain Management** John Mangan, Chandra Lalwani, Tim Butcher, 2008-06-10 Written by two highly experienced authors, this new text provides a concise, global approach to logistics and supply chain management. Featuring both a practical element, enabling the reader to 'do' logistics (select carriers, identify routes, structure warehouses, etc.) and a strategic element (understand the role of logistics and supply chain management in the wider business context), the book also uses a good range of international case material to illustrate key concepts and extend learning.

**pestel analysis on airline industry: Travel Marketing, Tourism Economics and the Airline Product** Mark Anthony Camilleri, 2017-10-03 This book provides a comprehensive introduction to travel marketing, tourism economics and the airline product. At the same time, it provides an overview on the political, socio-economic, environmental and technological impacts of tourism and its related sectors. This publication covers both theory and practice in an engaging style, that will spark the readers' curiosity. Yet, it presents tourism and airline issues in a concise, yet accessible manner. This will allow prospective tourism practitioners to critically analyze future situations, and to make appropriate decisions in their workplace environments. Moreover, the book prepares undergraduate students and aspiring managers alike with a thorough exposure to the latest industry developments. "Dr. Camilleri provides tourism students and practitioners with a clear and comprehensive picture of the main institutions, operations and activities of the travel industry." Philip Kotler, S.C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University, Evanston/Chicago, IL, USA "This book is the first of its kind to provide an insightful and well-structured application of travel and tourism marketing and economics to the airline industry. Student readers will find this systematic approach invaluable when placing aviation within the wider tourism context, drawing upon the disciplines of economics and marketing." Brian King, Professor of Tourism and Associate Dean, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong "The remarkable growth in international tourism over the last century has been directly influenced by technological, and operational innovations in the airline sector which continue to define the nature, scale and direction of tourist flows and consequential tourism development. Key factors in this relationship between tourism and the airline sector are marketing and economics, both of which are fundamental to the success of tourism in general and airlines in particular, not least given the increasing significance of low-cost airline operations. Hence, uniquely drawing together these three themes, this book provides a valuable introduction to the marketing and economics of tourism with a specific focus on airline operations, and should be considered essential reading for future managers in the tourism sector." Richard Sharpley, Professor of Tourism, School of Management, University of Central Lancashire, UK "The book's unique positioning in terms of the importance of and the relationships between tourism marketing, tourism economics and airline product will create a distinct niche for the book in the travel literature." C. Michael Hall, Professor of Tourism, Department of Management, Marketing and Entrepreneurship, University of Canterbury, Christchurch, New

Zealand "A very unique textbook that offers integrated lessons on marketing, economics, and airline services. College students of travel and tourism in many parts of the world will benefit from the author's thoughtful writing style of simplicity and clarity." Liping A. Cai, Professor and Director, Purdue Tourism & Hospitality Research Center, Purdue University, West Lafayette, IN, USA "An interesting volume that provides a good coverage of airline transportation matters not always well considered in tourism books. Traditional strategic and operational issues, as well as the most recent developments and emerging trends are dealt with in a concise yet clear and rational way. Summaries, questions and topics for discussion in each chapter make it a useful basis for both taught courses or self-education." Rodolfo Baggio, Professor of Tourism and Social Dynamics, Bocconi University, Milan, Italy "This is a very useful introductory book that summarises a wealth of knowledge in an accessible format. It explains the relation between marketing and economics, and applies it to the business of airline management as well as the tourism industry overall." Xavier Font, Professor of Sustainability Marketing, School of Hospitality and Tourism Management, University of Surrey, UK and Visiting Professor, Hospitality Academy, NHTV Breda, Netherlands "This book addresses the key principles of tourism marketing, economics and the airline industry. It covers a wide range of theory at the same time as offering real-life case studies, and offers readers a comprehensive understanding of how these important industries work, and the underpinning challenges that will shape their future. It is suitable for undergraduate students as well as travel professionals, and I would highly recommend it." Clare Weeden, Principal Lecturer in Tourism and Marketing at the School of Sport and Service Management, University of Brighton, UK "In the current environment a grasp of the basics of marketing to diverse consumers is very important. Customers are possessed of sophisticated knowledge driven by innovations in business as well from highly developed technological advances. This text will inform and update students and those planning a career in travel and tourism. Mark Camilleri has produced an accessible book, which identifies ways to accumulate and use new knowledge to be at the vanguard of marketing, which is both essential and timely." Peter Wiltshier, Senior Lecturer & Programme Leader for Travel & Tourism, College of Business, Law and Social Sciences, University of Derby, UK "This contemporary text provides an authoritative read on the dynamics, interactions and complexities of the modern travel and tourism industries with a necessary, and much welcomed, mixture of theory and practice suitable for undergraduate, graduate and professional markets." Alan Fyall, Orange County Endowed Professor of Tourism Marketing, University of Central Florida, FL, USA

**pestel analysis on airline industry: Strategy and Strategists** James Cunningham, Brian Harney, 2012-03-29 Importantly, this stimulating text:

**pestel analysis on airline industry: The Every Day MBA** Chris Dalton, 2015-01-02 'This is an invaluable guide for any manager looking to apply MBA thinking in the real world. Strongly recommended.' Gordon Seabright, Director of the Eden Project 'Packed with insights, tools, tips, cases and know-how, this easy-to-read book will accelerate your ability to deal with challenging management issues. A must for every manager.' Jessica Pryce-Jones, Joint CEO, iOpener Institute for People and Performance 'This fantastic book will help you to challenge the mental barriers of the status quo.' Peter Meier, CEO, Kuoni Travel Holding Ltd Transform your career and revolutionise how you work with the very best learning from the world's leading business schools. Delivering many of the key benefits of a top-notch business education, without the hefty price tag and big time investment, The Every Day MBA will guide, challenge and inspire you to better results, wherever you are in your career. Use the powerful combination of the best business models with your own experience and awareness to quickly develop the same game-changing thinking, tactical behaviours and dynamic strategies that MBA graduates know really work. Find out what it really takes to be a leader in business and use MBA thinking to take your business knowledge and practice to a brilliant new level - today, tomorrow and every day.

**pestel analysis on airline industry: Advances in Conceptual Modeling** Sergio de Cesare, Ulrich Frank, 2017-11-02 This book constitutes the refereed proceedings of five workshops and a symposium, held at the 36th International Conference on Conceptual Modeling, ER 2017, in

Valencia, Spain in November 2017. The 21 revised full papers were carefully reviewed and selected out of 47 submissions to the following events: AHA 2017 - 3rd International Workshop on Modeling for Ambient Assistance and Healthy Ageing MoBiD 2017 - 6th International Workshop on Modeling and Management of Big Data MREBA 2017 - 4th International Workshop on Conceptual Modeling in Requirements and Business Analysis OntoCom 2017 - 5th International Workshop on Ontologies and Conceptual Modeling QMMQ 2017 - 4th Workshop on Quality of Models and Models of Quality

**pestel analysis on airline industry: Contemporary Strategy Analysis** Robert M. Grant, 2024-12-31 The updated new edition of the classic strategic analysis textbook, addresses the emerging challenges that businesses face in an increasingly complex and dynamic environment A market-leading title across the world in upper-level undergraduate and MBA courses, Contemporary Strategy Analysis combines a rigorous approach to business strategy analysis with highly relevant examples of current practice and a rich collection of case studies. With a lively narrative style, expert strategist and lecturer Robert M. Grant introduces students to some of the latest thinking in the strategy field while addressing the strategic issues that business enterprises face today. Designed to be accessible for students from different backgrounds with varying levels of experience, the twelfth edition of Contemporary Strategy Analysis builds upon its tradition of clarity of exposition, emphasis on practicality, and concentration on the fundamentals of value creation and appropriation. A wide range of contemporary topics are presented alongside fully integrated business models, real-world examples of business model innovation, and practical tools for formulating and implementing business strategies. Contemporary Strategy Analysis, Twelfth Edition, remains the ideal textbook for core strategy courses in Business Studies, Management, and MBA programs, as well as for executive courses on competitive strategy, corporate strategy, and management consulting skills. It is also a valuable resource for managers, business owners, founders, and other professionals who are responsible for the strategic direction of a modern enterprise.

**pestel analysis on airline industry: Japan Airlines Bankruptcy** Matthias Nuoffer, 2010-12 Seminar paper from the year 2010 in the subject Business economics - Operations Research, grade: 1,0, Northumbria University, language: English, abstract: On 19th January 2010, Japan Airlines (JAL), Asia's biggest carrier, filed for bankruptcy. This assignment conducts both an external and internal analysis of JAL and gives a SWOT summary. From that, three strategic options are derived and discussed, leaving the most suitable, feasible and acceptable strategy. Finally, this strategy's potential implementation issues are debated.

**pestel analysis on airline industry: Flying High in a Competitive Industry** Loizos Th Heracleous, Jochen Wirtz, Nitin Pangarkar, 2009 Singapore Airlines (SIA) is widely acknowledged as one of the world's leading airlines, if not the best airline, globally. This book provides insights into a simple but intriguing question: How has SIA managed to outperform other flag-carriers for decades in an industry where it is notoriously difficult to succeed consistently? This updated second edition of Flying High in a Competitive Industry begins with an analysis of the airline industry and its key trends, moving on to a broad outline of SIA's strategic drivers of success. Empirical research was conducted at SIA to gain a deeper understanding of its strategy, core competencies and internal organisation, innovation processes and human resource practices, in order to instill strategy lessons that can inform the strategies of any organisation competing in intensely competitive industries. This book ends with some strategic lessons that apply to any organisation that aims to achieve sustainable success in hypercompetitive markets.

**pestel analysis on airline industry: Rethinking Decision-Making Strategies and Tools** Maria Palazzo, Alessandra Micozzi, 2024-02-16 Readers will be enabled to compare, contrast and comprehend how the 'decision making strategies and tools' from different lenses are delivered in different parts of the world. The text includes an interesting mix of theory, primary research findings, and practice that will appeal to students, academics, and practitioners alike.

**pestel analysis on airline industry: Strategy** Stewart R Clegg, Chris Carter, Martin Kornberger, Jochen Schweitzer, 2011-01-13 Lecturers - save time by clicking here to request an

e-inspection copy of this textbook - no waiting for the post to arrive! Written by a team of leading academics, this groundbreaking new text is an invaluable guide to the core elements of strategy courses, that will challenge conventional thinking about the field. Key features: - Provides a coherent and engaging overview of the established 'classics' of strategy, while taking an innovative approach to contemporary issues such as power and politics, ethics, branding, globalisation, collaboration, and the global financial crisis. - A unique critical perspective that encourages you to reflect on the strategy process and strategic decision-making. - Packed with learning features, including a wealth of international case studies and accompanying discussion questions. - A website offering a full Instructors' Manual, video cases, podcasts and full-text journal articles. Visit the Companion Website at [www.sagepub.co.uk/cleggstrategy](http://www.sagepub.co.uk/cleggstrategy) Read the authors' research paper 'Re-Framing Strategy: Power, Politics and Accounting' in which they make the case for a critically informed approach to studying strategy in the special issue of Accounting, Auditing & Accountability Journal (Vol 23, Issue 5) Praise for Strategy: Theory and Practice Finally, something different in a strategy text! This new volume provides a broad view of strategy covering the conventional as well as less mainstream alternatives like the growing strategy-as-practice perspective. It also does a great job of providing balanced critiques of the existing orthodoxy and provides explicit connections to some of the more accessible academic articles providing more depth to the arguments presented. All in all, it is an excellent break from the unfortunate tendency to make strategy a narrow economic enterprise in a world that is far more complex and social than that. Strategy: Theory and Practice is a welcome addition to the available texts on strategy - Nelson Phillips, Professor of Strategy and Organizational Behaviour Co-Editor, Journal of Management Inquiry A super and overdue book. It embraces the central importance of organization theory and, especially, the play of power and politics both inside and outside the organization. This erudite, almost polemical book promises to redraw how we approach the study of strategy - and not before time! - Royston Greenwood, Associate Dean, School of Business, University of Alberta It explains where strategy originates from and how contemporary ideas and practices facilitate or constrain decision-making and action. In particular, this book illuminates the role of power and politics in strategy - an issue that has been overlooked in most textbooks in this area. Enjoyable and inspiring reading for students, researchers and practitioners - Eero Vaara, Professor of Management and Organization Dean of Research Hanken School of Economics, Helsinki The authors have managed to produce a unique and admirable combination of critical external engagement with 'strategy', understood as a complex object of organizational and political construction, and a useable insiders text book rich in illustrative cases. As such it is essential reading for academics, students and practitioners - all of whom will discover how theory and practice are more intertwined than they ever imagined - Michael Power, Professor of Accounting, London School of Economics and Political Science

**pestel analysis on airline industry: The Airline Industry** Alessandro Cento, 2008-10-15 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.

**pestel analysis on airline industry: The No Frills Strategy of Low-Cost Carriers** Daniel Döring, 2009-11 Thesis (M.A.) from the year 2009 in the subject Business economics - Business Management, Corporate Governance, grade: 1,3, Schmalkalden University of Applied Sciences,

language: English, abstract: Therefore the FIRST chapter in this paper is going to have a look at the developments of the international airline industry in Europe. Here we are going to have a look at the historical development. It is going to be described in detail how the deregulation and liberalization in Europe happened, and what changes have been put in place. The liberalization packages are going to be described in detail, and the outcomes of the liberalisation and deregulation are going to be stated. In chapter THREE, the LCC's are going to be introduced. Here we are going to have a quick introduction on what 'NO-Frill' means in the context of air travel. Further the development of LCC's in Europe is going to be shown. After that there is going to be a focus on the development of LCC's in Germany. Here the airlines which operate in Germany are going to be stated, and how they have developed over the years. Chapter FOUR is going to focus on the marketing strategy of LCC's in Europe, and how they operate. This chapter focuses on how they operate, how they choose their network and fleet. Also important is to find out what their target market is, and how they manage their sales and pricing strategy. This chapter gives a detailed explanation on how such airlines function. After having had a look at the LCC's strategy, Chapter FIVE focuses on the effects such airlines have on secondary airports. Also this chapter describes what regional effects such an airport has on its surrounding. In Chapter SIX the Airport Frankfurt Hahn stands in the centre of discussion. This chapter describes the several development stages of Frankfurt Hahn in terms of terminal or runway extension, and passenger development. Also this chapter analyses the catchment area of Frankfurt Hahn, and its infrastructure. After havi

**pestel analysis on airline industry:** *How the Macroeconomic Environment of the Airline Industry Affects the Strategic Decision of Boeing Vs Airbus* Christian Uwagwuna, 2011-04 Document from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: 72, De Montfort University Leicester (De Montfort University Leicester UK), course: Strategic Management, language: English, abstract: This paper discusses the external economic factors affecting the strategic decision of airline industry and how this decision in turn, affect the market forecast of the aircraft manufacturing industry. Various business issues affect airlines operation either directly and indirectly, and these issues affect the strategic decision of the airline industry. The present economic crisis, instability in aviation fuel price, and environmental factors (such as the recent volcanic ashes and snow) has further shrunk business in the airline industry and thereby increasing competitive rivalry. Although the future projected growth by the airline industry look promising, factors affecting airline businesses can make it daunting. Strategic decisions however, will help the airlines to maximize this positive forecast. To make these decisions, it is vital for the origination to understand the macro-economic environment affecting the airline industry. [...]

**pestel analysis on airline industry: Competition and Regulation in the Airline Industry** Steven Truxal, 2012 This book considers the current legal issues affecting the air transport sector incorporating recent developments in the air transport sector, including the end of certain exemptions from EU competition rules, the effect of the EU-US Open Skies Agreement, the accession of new EU Member States and the Lisbon Treaty. The book explores the differing European and US regulatory approaches to the changes in the industry and examines how airlines have remained economically efficient in what is perceived as a complex and confused regulatory environment.

**pestel analysis on airline industry: Tourism, 2nd Edition** Peter Robinson, Michael Lück, Stephen Smith, 2020-05-22 Fully revised, Tourism, 2nd edition covers aspects of tourism from a modern perspective, providing students with a range of theoretical and research-based explanations, supported by examples, case studies and unique insights from industry representatives. Covering topics such as policy and planning, heritage management, leisure management, event management and hospitality management, the book tackles the practical elements of academic tourism such as infrastructure management and economic development, together with other important contemporary issues such as sustainable development and post-tourists.

**pestel analysis on airline industry: Principles of Retailing** John Fernie, Suzanne Fernie,

Christopher Moore, 2015-04-24 Retailing is one of the biggest and most important sectors in today's economy. Graduates who are seeking a career in the sector will therefore require a solid knowledge of its core principles. The Principles of Retailing Second Edition is a topical, engaging and authoritative update of a hugely successful textbook by three leading experts in retail management designed to be a digestible introduction to retailing for management and marketing students. The previous edition was praised for the quality of its coverage, the clarity of its style and the strength of its sections on operation and supply chain issues such as buying and logistics, which are often neglected by other texts. This new edition has been comprehensively reworked in response to the rapid changes to the industry, including the growth of online retail and the subsequent decline of physical retail space and new technologies that improve customer experience and help track consumer behaviour. It also builds upon the authors' research over the last decade with new chapters on offshore sourcing and CSR and product management in addition to considerable revisions to existing chapters to highlight changes in online retailing and e-tail logistics, retail branding, retail security, internationalisation and the fashion supply chain. This edition will also be supported by a collection of online teaching materials to help tutors spend less time preparing and more time teaching.

**pestel analysis on airline industry: EBOOK: Strategy: Analysis and Practice** MCGEE, JOHN/THO, 2010-08-16 EBOOK: Strategy: Analysis and Practice

**pestel analysis on airline industry: Business Planning and Control** Bruce Bowhill, 2008-05-19 Business Planning and Control: Integrating Strategy, Accounting and People provides an introduction to core areas of management accounting and business planning. It then explores relationships between strategy, management accounting information, and the design of control systems, taking into account the needs of both people and organisations. An integrative approach to business planning and control Includes a specific focus on the design of planning and control systems Considers key techniques of strategic management Uses management accounting techniques for operational, managerial and strategic purposes Provides case study information to form a thematic thread throughout the text

**pestel analysis on airline industry: *Business Degree Success*** Jonathan Groucutt, 2008-08-20 This is a practical guide for those studying business and management-related subjects at undergraduate level. Written in an engaging and clear style, the book helps students prepare effectively for assignments, presentations, examinations and dissertations, encompassing both business studies and the real workings of business.

**pestel analysis on airline industry: 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.

**pestel analysis on airline industry: What You Need to Know about Strategy** Jo Whitehead, 2012-04-11 In any career in business, chances are that the time will come when someone will ask you to do a strategy for something. Too often, this will be a cue for stress at work and sleepless nights. What You Need to Know about Strategy shows that it doesn't have to be like this. Taking you step-by-step through the basics of what you need to know to come up with a great strategy, it shows: That getting the right answers depends on asking the right questions Why priorities matter How to map out your internal and external situation How to deal with uncertainty How to make tough choices What your brain does while you're doing strategy By cutting out the theory, and focusing on the things you need to know and do to come up with a killer strategy, this book means that you never need to panic again.

**pestel analysis on airline industry: International Business of the Airline Industry. Strategic Alliance and the Business Tool "PESTLE"** Katarzyna Szydlowska, 2018-04-20 Research Paper (undergraduate) from the year 2017 in the subject Business economics - Business Management, Corporate Governance, grade: 2.1, Cardiff Metropolitan University, language: English, abstract: The purpose of this paper is to answer three questions of the case study. The text is strictly associated with the prosperity of alliances; therefore the term strategic alliance will be explained in the first instance. Furthermore, the business tool such as PESTLE, which is utilized to analyse the airline environment will be highlighted. It will be proven that the airlines prosperity strictly depends on political, legal, economic, social, technological and environmental factors. In addition, the alternative strategy for airlines such as mergers will be introduced. The examples of the airline mergers such as Delta-Northwest and Air France-KLM will be emphasized. Finally, the shared management, which is applied by Star Alliance, will be critically evaluated.

**pestel analysis on airline industry: Business Law in Canada** Richard Yates, 1998-06-15 Appropriate for one-semester courses in Administrative Law at both college and university levels. Legal concepts and Canadian business applications are introduced in a concise, one-semester format. The text is structured so that five chapters on contracts form the nucleus of the course, and the balance provides stand-alone sections that the instructor may choose to cover in any order. We've made the design more reader-friendly, using a visually-appealing four-colour format and enlivening the solid text with case snippets and extracts. The result is a book that maintains the strong legal content of previous editions while introducing more real-life examples of business law in practice.

**pestel analysis on airline industry: 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?



**pestel analysis on airline industry: Cambridge O Level Commerce** Alan Whitcomb, 2016-04-04 Provide full coverage of the latest syllabus for examination from 2018 with a full-colour textbook written especially for the international student and endorsed by Cambridge Assessment International Education. - Provide thorough preparation for students' examination with a range of questions and activities that engage students while checking their understanding of the key concepts - Consolidate learning with structured and multiple-choice questions at the end of every chapter - Cater for all students' needs with a course that provides extra language support

**pestel analysis on airline industry: Creating and Managing a Technology Economy** Fredrick Betz, 2010 Pt. 1. Innovation. Honda's predisposition towards radical and disruptive innovations / W. David Holford and Mehran Ebrahimi. Innovation capability reconfiguration in business transition : a case study on Taiwanese PC firm / Ting-Kuei Kuo and Tim Minshall. The emergence of wireless networks / Wenshin Chen and David Bennett -- pt. 2. R&D. Technology strategy of R&D internationalization : an empirical study from a developing country / Louis Y. Y. Lu and T. M. Chen. Russian R&D organisations : cases of international technology collaboration / Anna Trifilova -- pt. 3. Services. Building a global electronic manufacturing service provider : vendor's process in outsourcing / Zoran Perunović and Mads Christoffersen. Support services in developing technology b-to-b relationships / Juha-Pekka Koistinen and Pekka Eskola. Designing rapid services for competitive manufacturing / Deepak A. Sachdev and Darius P. K. Singh -- pt. 4. Industry. Productivity assessment of implementing wireless technologies in steel construction using simulation technology / Amine Ghanem. Next generation PLM - an integrated approach for the development and management of the product service systems in the telecommunications industry / Julius Golovatchev and Oliver Budde. Ranking management of technology conferences / Harm-Jan Steenhuis and Eerik J. de Bruijn -- pt. 5. Management. An empirical study of information system for disruption management / R. Abdi and S. Sharma. Technology management : best practises of the South African automotive supplier industry / Marthinus P. Fick and André J. Buys. Assessing and improving project management information system in a multi national company / Omar Khalifa Gneiber and Gebril Mohamed Zletni. Management of technology support center for enhancing competitiveness of small and medium enterprises in Egypt / Yasser Tawfik and Tarek Khalil -- pt. 6. Community. Authorities, hubs, and brokers in communities of practices / Marianne Hörlesberger and Petra Wagner-Luptacik. Does a favorable environment have a positive effect on university technology transfer activities? : a case study on two Texas state universities / Michi Fukushima.

**pestel analysis on airline industry: Strategic Planning in the Travel and Tourism Industry. Case Study Ryanair** Leonard Kahungu, 2018-07-13 Academic Paper from the year 2018 in the subject Business economics - Company formation, Business Plans, grade: 78.00, , course: LRPM, language: English, abstract: This report seeks to develop a strategic plan for Ryanair to enable it gain a competitive advantage, and sustain its growth in the midst of emerging and unique challenges in the operational environment. Ryanair was established in 1985 by Tony Ryan, Liam Lonergan, and Christopher Ryan. Initially, the flight started with a small carrying capacity but gradually expanded following the development of conducive operational environment. In particular, Ryanair experienced tremendous growth in 1992, following the deregulation of the airline industry in the EU. This company seized the opportunity to expand and overtook the British Airways and Aer Lingus in 1995. Ryanair also exploited the technological advancements in 2000 by launching a website and ensured more than three quarters of its bookings were made via the company's website. Nonetheless, Ryanair recorded a significant degree of financial losses in 2003 for the first time in a decade. This was followed by quick interventions which saw Ryanair explore new routes especially in the Eastern Europe. Notably, Ryanair's growth has been impressive over the last few decades, especially between 1985 and 2011. However, the airline company has experienced turbulent forces in the last few decades as illustrated by financial losses reported in 2003, and recently in 2009.

**pestel analysis on airline industry: *Procurement Decisions in the Airline Industry*** Tobias Rudeloff, 2009-11-03 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 [...]

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




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