

# Airline Industry Porter's Five Forces Model

1. high investment business option
2. exiting is not easy because of long-term commitments and agreements



# Porters Five Forces Airline Industry Analysis

**M Lipman**



## **Porters Five Forces Airline Industry Analysis:**

*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 *Business Policy and Strategy* William H. Tomlinson, Robert G. Murdick, R. Carl Moor, 2000-07-31 Now in its sixth edition Business Policy and Strategy An Action Guide Sixth Edition provides students with an analysis of how basic functions such as marketing finance production operations R D and human resources are coordinated to develop business policy The authors demonstrate the how tos of formulating implementing and evaluating corporate strategy Students will understand strategic management its decision making processes interface with environmental change formulation of strategic alternatives executive decision making and built in synergy The importance of business policy and strategy has surged to the forefront of the business world Internationalization of business deregulation mergers acquisitions strategic alliances and international joint ventures coupled with a new emphasis on shareholder value contribute to a feeling of uncertainty in the global marketplace On top of this the constantly changing e commerce environment makes strategic planning even more essential Students need to know how to function in this business environment The authors provide a concise review of basic and alternative policies in strategy formulation They use a case study of business situations that give students a powerful tool and efficient tool for mastering strategy development The book blends practicality and realism based on the authors years of experience in corporate industry and management development with advances in theory The definitive supplementary text Business Policy and Strategy An Action Guide Sixth Edition captures the business curriculum in one action packed volume *Progress in Performance Management* Marc Helmold, Warda Samara, 2019-07-13 This book provides a holistic and pragmatic approach to performance management throughout the business value chain and demonstrates the optimal design and use of performance management in order to achieve competitive advantage A wealth of best practices case studies and real world examples are used to reveal the diversity of performance measurement methods methodologies and principles in practice Readers will gain

comprehensive insights into the status quo of performance management including primary functions such as supply operations and sales and secondary functions like finance human resources and information systems Focusing on best in class performance excellence the book offers the ideal guide for any organization pursuing competitive advantages across all corporate functions and focusing on value adding activities

**Strategic Marketing Approaches within Airline Management: How the Passenger Market causes the Business Concepts of Full Service Network Carriers, Low Cost Carriers, Regional Carriers and Leisure Carriers to overlap** Susanne Bölke, 2014-05-01 On the German passenger market airlines approach different business concepts in order to cope with the threats and to be successful The case of the Lufthansa Passenger Airline and its subsidiary Germanwings has been discussed many times currently Together they have implemented a restructured concept of the Low Cost Carrier Germanwings in order to overcome their weaknesses The purpose of this paper is to evaluate the potential of economic success of this strategy change Therefore the paper comprises three main areas The first one is the theoretical part which explains the differences between Full Service Network Carriers Low Cost Carriers Regional Carriers and Leisure Carriers Secondly the analysis takes place by applying Porter's five forces model Subsequently the strengths and weaknesses of the Lufthansa Passenger Airline and Germanwings are highlighted and the new business concept is introduced Finally all findings are put into relation using the SWOT analysis

**Ryanair Case Study and Strategic Analysis** Christoph Müller, 2011-04 Research Paper undergraduate from the year 2011 in the subject Business economics Company formation Business Plans grade A The University of Surrey course Business Strategy language English abstract This report conducts a competitive analysis of Europe's leading low cost carrier Ryanair For this purpose various concepts and frameworks of the strategic paradigm are applied such as Michael Porter's Five Forces and Value Chain Analysis SWOT or Resource Based View When it comes to Ryanair's external environment the report provides extensive information on the external factors that are having a significant impact on Ryanair's low cost strategy and its economic viability For example it takes into account recent global incidents such as the volcanic eruption in Iceland or the public turmoil in Libya Furthermore based on the competitive analysis recommendations are made on Ryanair's future direction and as to how it can sustain and extend its strategic position In particular this part deals with strategic human resource management corporate social responsibility lean thinking and diversification Due to the complexity of the aspects covered in this report and the need to clarify some of them more comprehensively appendices are provided to promote understanding

**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

**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

Designing and Executing Strategy in Aviation Management Triant G. Flouris, Sharon L. Oswald, 2016-04-08 Designing and Executing Strategy in Aviation Management is designed to provide an intensely practical guide to this critically important topic Comprehensive in coverage and easy to read in style it allows both professionals and students to understand the principles and practicalities of crafting and executing business strategies with an aviation context The result is a comprehensive and multifaceted teaching learning package which includes applied case studies on a wide range of airlines and aviation businesses setting out how these organizations deal with strategy formulation and implementation in critical areas Topics covered include corporate strategy generic strategy competitive strategy internal and external environment assessment mergers alliances safety and security Written directly for both aviation professionals and student courses in aviation strategy aviation management and aviation operations it will also be of great interest to aviation professionals in a variety of different fields including airlines corporate aviation consultancy etc as well as academics within the field of aviation and those within the field of strategy and management science

**Innovation in Commoditized**

**Service Industries** Maximilian Rothkopf, 2009 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 *The Australian airline industry and the case of OzJet* Marco Hierling, 2007-06-22 Seminar paper from the year 2007 in the subject Business economics Business Management Corporate Governance grade 1 3 86% The University of Sydney language English abstract This case study provides an overview of the Australian airline industry and its competitors with a focus on the question why OzJet failed The first chapter will give an insight on the main task and on the case study structure concentrating on a brief outline of OzJet and the Australian airline industry In chapter two the external environment OzJet had to face is examined including the analysis of the main trends and its competitive intelligence through scanning and monitoring Furthermore it presents a survey of the environment using Porters five forces completing with a brief conclusion of the threats and opportunities in the Australian airline industry Chapter three gives information of OzJet s internal environment from a resource based view that examines the collection of its tangible and intangible resources as well as its organizational capabilities shaping OzJet s competitive position This chapter ends with a short conclusion about OzJet s strengths and weaknesses Finally it is discussed why OzJet failed and a strategic recommendation is given about the likelihood of a third airline being successful in the Australian airline industry OzJet started its business in November 2005 with the strategy to enter the Australian business traveller market on the Sydney Melbourne trunk route It had to compete with three other airlines Qantas Jetstar and Virgin Blue OzJet s core capability was to provide a top notch service at a fully flexible economy price However the focus on customer service was not able to meet the needs of the targeted market Business class travellers were loyal to Qantas offering a much higher flight frequency and loyalty program for this not so price sensitive market segment In the end OzJet had neither the cost structure using old plains nor the reputation and financial background to consist against its strong competitors As a result despite the high quality of its services the airline OzJet couldn t find its niche and made a double digit million loss about 10 million after 4 months It ceased all scheduled operations on 12th March 2006 and now operates as a private charter company **'Global Business Strategies'** Markus Hueter, 2010-08-13 Essay aus dem Jahr 2010 im Fachbereich VWL Makro konomie allgemein The University of Sydney Sprache Deutsch Abstract Executive Summary This essay sets out to discuss the environment in which multinational companies such as Qantas are operating and what control strategies can be applied to monitor and manage their activities to leverage their competitive advantage across the airline industry Introduction The Qantas Group s principal activities are

operating international and domestic air transportation services for leisure and business travelling freight and logistics services as well as associated support activities including information technology catering ground handling engineering and maintenance [www.qantas.com.au](http://www.qantas.com.au) Qantas with its dual strategy brand Jetstar flies now to more than 173 destinations in 42 countries and operates a fleet of 246 aircraft The airline will operate a 20 strong Airbus 380 fleet by 2015 The group is also part of the Oneworld global marketing and code sharing alliance which consists of 11 leading Airlines Qantas stakeholders are its shareholders employees customers business partners and the community Indirect stakeholders include the media governments and non governmental organisations They all have a major influence on the business its strategy and therefore its performance It is to mention that the Qantas Group is in the unique position of having two outstanding and well established brands in both the premium and low fares categories with Qantas and Jetstar consisting of the subsidiary brands Jetstar Asia being the largest low fare no frills Airline in the Asia Pacific Rim based and operating from Singapore The Qantas group holds 49 percent of the Jetstar Asia shares Jetstar Pacific is Vietnam's first low cost carrier operating since 2008 The Qantas group holds today a 30 percent stake through foreign direct investment

*Fundamentals of Strategy* Gerry Johnson, Kevan Scholes, Richard Whittington, Patrick Regner, Duncan Angwin, 2017-12-13 From the author team of the market leading text *Exploring Strategy* comes a new edition of *Fundamentals of Strategy* Designed to help student and business executives boost their academic and professional careers *Fundamentals of Strategy* is the most concise and easy to follow overview of the fundamental issues and techniques of strategy *Fundamentals of Strategy* 4th edition Delivers the essential concepts and techniques of strategy in a new 8 chapter structure This allows additional space to unpack the fundamentals in depth and at times more critically Revamped final chapter on Strategy in action raising implementation issues such as organisational structure management processes and strategic change Covers up to date topics including business models sustainability and entrepreneurial start ups Engages the reader with real world strategy problems and provides insights and strategy examples from a wide range of international organisations New and updated cases and illustrations featuring small and large organisations from profit and not for profit sectors and operating all over the world Links to online support material

*Corporate Strategies, Commodity Trends, and Marketing as a Foundation of International Business Success* Cynthia Anna Wijayanti, Sylvia Samuel, Juniarty, 2025-02-01 The Understanding International Business Journey book series with its first title *Corporate Strategies Commodity Trends and Marketing as a Foundation of International Business Success* explores the essential components shaping international business It provides an in depth analysis of corporate strategies trade policies and marketing dynamics offering valuable insights into the Indonesian market while linking its business landscape to global economic trends This book is structured into several comprehensive case studies that analyze diverse industries and their strategic challenges Topics include corporate governance and Corporate Social Responsibility CSR in Indonesian mining companies the impact of Crude Palm Oil CPO price references and export policies on trade and the role of

marketing strategies in consumer behavior within the fast food sector Furthermore it investigates how economic factors influence Indonesia s wine exports to the Netherlands offering critical perspectives on global trade and market entry strategies The book serves as an essential resource for academics business practitioners policymakers and investors It offers research based studies on international trade corporate responsibility and strategic marketing providing knowledge essential for informed decision making in today s competitive global economy By bridging theoretical frameworks with practical applications this book equips readers with the tools to understand industry trends develop sustainable corporate strategies and navigate the complexities of global markets Whether for academic research business planning or policy formulation it is a crucial guide for those interested in international business and economic growth **Improving Management Decision**

**Making** Jochen Kasper,2014-09-09 The aim of this essay is to evaluate the extent to which insights from behavioural economics might improve strategic decision making in organisations In order to see how this works in practice this essay will consider one of the largest airline companies in Germany Within the airline company the most important question is this What is the best way to make decisions in a large company like this In the current economic environment competition is tougher than in previous years As a result a wrong decision can lead to greater losses than before Some airline companies might lose their market leadership position through a wrong decision or by being unprepared for a specific situation Because of this strategic planning becomes a key factor in a company s decision making process Avoiding mistakes and wrong decisions by improving the decision making process within the company should be the aim of any firm that tries to defend or increase its market share *Strategic Marketing Planning* Karel Jan Alsem,2023-11-01 Takes the student step by step

through the strategic planning process making this a uniquely practical text for Strategic Marketing and Marketing Management courses The first text to fully integrate sustainability and digitalization throughout the whole strategic marketing plan Uses plenty real life case studies examples models and frameworks to help bring the theory to life

*Management Principles And Applications by R. C. Agrawal, Sanjay Gupta (eBook)* R. C. Agrawal, Sanjay Gupta,2020-12-12 An excellent book for commerce students appearing in competitive professional and other examinations 1 Management Concept Meaning Definitions and Need 2 Managerial Functions 3 Co ordination Meaning and Nature 4 Evolution of Management Thought 5 Management by Objectives M B O 6 Planning 7 Types of Plans and Corporate Planning 8 Environmental Analysis and Business Environment 9 Decisions Making 10 Nature and Process of Organisation 11 Span of Control and Centralisation and Decentralisation of Authority 12 Authority and Delegation of Authority 13 Organizations Structure and Forms of Organisation 14 Staffing 15 Motivation 16 Leadership 17 Communication 18 Managerial Control 19 Techniques of Control and Emerging Issues inManagement Principle And Practice of Management R.C. Agarwal, ,Sanjay Gupta,2022-09-29 1 Management Concept Meaning Definitions and Need 2 Managerial Functions 3 Co ordination Meaning and Nature 4 Evolution of Management Thought 5 Management by Objectives M B O 6 Planning 7 Types of Plans and



Corporate Planning 8 Environmental Analysis and Business Environment 9 Decisions Making 10 Nature and Process of Organisation 11 Span of Control and Centralisation and Decentralisation of Authority 12 Authority and Delegation of Authority 13 Organizations Structure and Forms of Organisation 14 Staffing 15 Motivation 16 Leadership 17 Communication 18 Managerial Control 19 Techniques of Control and Emerging Issues in Management     Principles of Management by R. C. Agrawal, Sanjay Gupta - (English) R. C. Agrawal, Sanjay Gupta, 2020-12-16 An excellent book for commerce students appearing in competitive professional and other examinations 1 Management Concept Meaning Definitions and Need 2 Managerial Functions 3 Co ordination Meaning and Nature 4 Evolution of Management Thought 5 Management by Objectives M B O 6 Planning 7 Types of Plans and Corporate Planning 8 Environmental Analysis and Business Environment 9 Decisions Making 10 Nature and Process of Organisation 11 Span of Control and Centralization and Decentralization of Authority 12 Authority and Delegation of Authority 13 Organizations Structure and Forms of Organisation 14 Staffing 15 Motivation 16 Leadership 17 Communication 18 Managerial Control 19 Techniques of Control and Emerging Issues in Management 20 Direction Concept and Techniques     SkyWest and the US regional airline industry Holger Bodenmüller, 2014-04-09 Seminar paper from the year 2011 in the subject Business economics Business Management Corporate Governance grade 1 3 University of applied sciences Munich course Strategic Corporate Management language English abstract The U S regional airline industry makes most of its money on basis of partnerships with major U S airlines The whole market is characterised by a strong competition a trend for consolidation and financial problems especially of the major airlines following the terrorist attacks on 09 11 2001 Analyzing the competitive situation the forces of suppliers rivalry among competitors and especially buyers customers and contract partners turn out to be strong Several factors will cause change indicating severe impacts on the whole industry SkyWest Inc turns out to be a key player in the U S regional airline industry and is a candidate for further acquisitions On the short run the price of growth is an increase in debt and a decreasing net profit margin due to rising operating costs Several recommendations could help SkyWest Inc to further extending the Group s leading edge over its competitors     **Strategic Management for Tourism, Hospitality and Events** Nigel Evans, 2015-01-30 Strategic Management for Tourism Hospitality and Events is the must have text for students approaching this subject for the first time It introduces students to fundamental strategic management principles in a Tourism Hospitality and Events context and brings theory to life by integrating a host of industry based case studies and examples throughout Among the new features and topics included in this edition are Extended coverage to Hospitality and Events to reflect the increasing need and importance of a combined sector approach to strategy New international Tourism Hospitality and Events case studies from both SME s and large scale businesses are integrated throughout to show applications of strategic management theory such as objectives products and markets and strategic implementation Longer combined sector case studies are also included at the end of the book for seminar work New content on emerging strategic

issues affecting the tourism hospitality and events industries such as innovation employment culture and sustainability Web Support for tutors and students providing explanation and guidelines for instructors on how to use the textbook and case studies additional exercises case studies and video links for students This book is written in an accessible and engaging style and structured logically with useful features throughout to aid students learning and understanding This book is an essential resource to Tourism Hospitality and Events students

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