

Analysis of Southwest Airlines

<https://marketpublishers.com/r/A744C75E6A7EN.html>

Date: January 2017

Pages: 80

Price: US\$ 300.00 (Single User License)

ID: A744C75E6A7EN

Abstracts

Southwest Airlines Company is a major US airline, the world's largest low-cost carrier, headquartered in Dallas, Texas. The airline was established in 1967 and as of January 2016, it is the largest operator of the Boeing 737 worldwide, with over 700 in service, each averaging six flights per day.

Aruvian Research presents Analysis of Southwest Airlines. A complete and comprehensive analysis of Southwest Airlines, includes an overview of the industry the company operates in, a PEST and Porter Framework Analysis of the budget airlines industry, and then moves on to analyzing the company itself.

Company analysis from Aruvian includes a history of Southwest Airlines, a business segment analysis of the segments Southwest Airlines operates through, a look at the organization structure of the company, a geographical operating segments analysis, an analysis of the company's major competitors.

A financial analysis of Southwest Airlines is presented in the report which includes a ratio analysis, basic profit and loss analysis, presentation of the company balance sheet, and much more.

A SWOT Framework Analysis of Southwest Airlines and its competitors completes this in-depth company analysis.

Contents

A. EXECUTIVE SUMMARY

B. LOOKING AT THE INDUSTRY

- B.1 Industry Definition
- B.2 Brief Profile of the Industry
- B.3 Impacts on the Industry
- B.4 Challenges Facing the Industry
- B.5 Future Perspective

C. INDUSTRY PEST FRAMEWORK ANALYSIS

- C.1 Political Aspects
- C.2 Economic Aspects
- C.3 Social Aspects
- C.4 Technological Aspects

D. INDUSTRY PORTER'S FIVE FORCES STRATEGY ANALYSIS

- D.1 Bargaining Power of Buyers
- D.2 Bargaining Power of Suppliers
- D.3 Competitive Rivalry in the Industry
- D.4 Threat of New Entrants
- D.5 Threat of Substitutes
- D.6 Conclusion

E. ANALYSIS OF SOUTHWEST AIRLINES

- E.1 Company Profile
- E.2 History of the Company
- E.3 Ownership Pattern in the Company
- E.4 Organizational Divisions
- E.5 Profiling the Key Executives
- E.6 Products & Services

F. SOUTHWEST AIRLINES: BUSINESS ANALYSIS

- F.1 Business Segments
- F.2 Geographical Segments
- F.3 Company Subsidiaries

G. SOUTHWEST AIRLINES: SWOT FRAMEWORK ANALYSIS

- G.1 Strengths to Build Upon
- G.2 Weaknesses to Overcome
- G.3 Opportunities to Exploit
- G.4 Threats to Overcome

H. SOUTHWEST AIRLINES: PROFILING THE COMPETITION

- H.1 American Airlines Group Inc.
 - H.1.1 Corporate Profile
 - H.1.2 Business Segment Analysis
 - H.1.3 Financial Analysis
 - H.1.4 SWOT Analysis
- H.2 Delta Air Lines Inc.
 - H.2.1 Corporate Profile
 - H.2.2 Business Segment Analysis
 - H.2.3 Financial Analysis
 - H.2.4 SWOT Analysis
- H.3 United Continental Holdings Inc.
 - H.3.1 Corporate Profile
 - H.3.2 Business Segment Analysis
 - H.3.3 Financial Analysis
 - H.3.4 SWOT Analysis

I. SOUTHWEST AIRLINES: FINANCIAL ANALYSIS

- I.1 Current Financials
- I.2 Balance Sheet
- I.3 Profit & Loss Statement
- I.4 Ratio Analysis

J. SOUTHWEST AIRLINES: COMPANY FORECAST

K. GLOSSARY OF TERMS

I would like to order

Product name: Analysis of Southwest Airlines

Product link: <https://marketpublishers.com/r/A744C75E6A7EN.html>

Price: US\$ 300.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A744C75E6A7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970