

# Analysis of Southwest Airlines

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## 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.

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