

Southwest Airlines – SWOT Framework Analysis

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Abstracts

Southwest Airlines is a passenger airline that provides air transportation services within the United States as well as some nearby international routes. The company flies to over 90 destinations. It has over 650 Boeing 737 aircrafts and also provides several services for its passengers such as Fly By Priority, Business Select, etc.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective.

Aruvian Research analyzes Southwest Airlines in a SWOT analysis and also provides a brief profile of the company in the report Southwest Airlines – SWOT Framework Analysis. It is an in-depth analysis of the strengths, weaknesses, opportunities and threats that face Southwest Airlines in the present-day business scenario.

Contents

A. EXECUTIVE SUMMARY

B. SOUTHWEST AIRLINES: BRIEF PROFILE

C. SOUTHWEST AIRLINES: SWOT FRAMEWORK ANALYSIS

C.1 Strengths to Build Upon

C.2 Weaknesses to Overcome

C.3 Opportunities to Exploit

C.4 Threats to Overcome

D. GLOSSARY OF TERMS

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