

US Airlines Industry – PEST Framework Analysis

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Abstracts

The US airlines industry has been growing strongly since recovering from the events of September 11, 2001. The industry has witnessed a wave of consolidation that has significantly lowered competition at the country's major airports. Furthermore, due to this, passengers are paying a higher price for fares as options become limited. In the last decade, the nine large US airlines have been reduced to just four. These are American, United, Delta and Southwest.

Aruvian Research analyzes the US Airlines Industry in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

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