

US Airways Group, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

US Airways Group, Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between US Airways Group, Inc. and its competitors. This provides our Clients with a clear understanding of US Airways Group, Inc. position in the <u>Airline</u> Industry.

The report contains detailed information about US Airways Group, Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for US Airways Group, Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The US Airways Group, Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-



term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes US Airways Group, Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of US Airways Group, Inc. business.

About US Airways Group, Inc.

US Airways Group, Inc., through its subsidiaries, provides air transportation for passengers and cargo. The company operates a network air carrier through its wholly owned subsidiaries, US Airways, Piedmont Airlines, Inc., PSA Airlines, Inc., Material Services Company, Inc., and Airways Assurance Limited.

Airline Operations

The company operates an airline in the United States. It has hubs in Charlotte, Philadelphia and Phoenix and a focus city at Ronald Reagan Washington National Airport. The company offers scheduled passenger service on approximately 3,000 flights daily to approximately 190 communities in the United States, Canada, Mexico, Europe, the Middle East, the Caribbean, Central, and South America. The company also has an East Coast route network, including the US Airways Shuttle service, with a substantial presence at Washington National Airport. The company had approximately 51 million passengers boarding its mainline flights in 2009. During 2009, its mainline operation provided regularly scheduled service or seasonal service at 138 airports while the US Airways Express network served 152 airports in the United States, Canada and Mexico, including 75 airports also served by its mainline operation. US Airways Express air carriers had approximately 27 million passengers boarding their planes in 2009. As



of December 31, 2009, the company operated 349 mainline jets and was supported by its regional airline subsidiaries and affiliates operating as US Airways Express either under capacity purchase or prorate agreements, which operated approximately 236 regional jets and 60 turboprops.

Express Operations

The company enters into code share arrangements with certain air carriers allowing them to operate under the trade name 'US Airways Express'. Typically, under a code share arrangement, one air carrier places its designator code and sells tickets on the flights of another air carrier, which is referred to generically as its code share partner. US Airways Express carriers are an integral component of its operating network. The company relies on feeder traffic from its US Airways Express partners, which carry passengers to its hubs from low-density markets that are uneconomical for the company to serve with large jets. In addition, US Airways Express operators offer complementary service in its existing mainline markets by operating flights during off-peak periods between mainline flights. During 2009, the US Airways Express network served 152 airports in the continental United States, Canada, and Mexico, including 75 airports also served by its mainline operation. During 2009, approximately 27 million passengers boarded US Airways Express air carriers' planes.

Marketing and Alliance Agreements with Other Airlines

The company maintains alliance agreements with domestic and international carriers to give customers a choice of destinations. It is a member of the Star Alliance. The company also has bilateral marketing/code sharing agreements with Star Alliance members United, Lufthansa, Spanair, bmi, TAP Portugal, Swiss International, Asiana, Air New Zealand, Air China, Japan's ANA, Singapore Airlines, and TACA. Other international code sharing partners include Royal Jordanian Airlines, EVA Airways, Qatar Airways, and Virgin Atlantic Airways.

In May 2010, US Airways Group, Inc. and TAM S.A. entered into a code share agreement. The agreement is subject to both U.S. Department of Transportation (DOT) and Brazilian government approval. The two carriers have agreed to a bilateral code share relationship, which means that each airline may market flights operated by the other carrier as if the flying were its own. TAM S.A. customers would have access to US Airways Group, Inc. flights from Miami Orlando and New York's John F. Kennedy International airport, to destinations such as Philadelphia, Phoenix and Washington, D.C.



Competition

The company's competitors include Southwest, AirTran, JetBlue, Allegiant, Frontier, and Virgin America.

Significant Events

On July 20, 2010, US Airways Group, Inc. and Turk Hava Yollari A.O. announced new bilateral codeshare agreement between the companies. The agreement is subject to both U.S. Department of Transportation and Turkish government approval.

In October 2010, Mesa Air Group Inc. has entered into an agreement with US Airways to extend an existing code share arrangement. Under the agreement the airline would provide a US Airways Express service from US Airways hubs in Phoenix, and Charlotte.

On December 17, 2010, Turk Hava Yollari A.O. announced that it has signed a code share agreement with its fellow star alliance member US Airways Group, Inc.

History

US Airways Group, Inc. was founded in 1981.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.



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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3×3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.



Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors



integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity



Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?
Rare?
Costly to imitate?
Organized properly?



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