

easyJet plc in Airlines (World)

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Abstracts

easyJet is pursuing a focused business strategy as a low-cost carrier operating within Europe. This has enabled easyJet to establish itself as Europe's leading low cost carrier in terms of volume. easyJet aims to be the number one or number two player at the airports that it serves, which it has achieved at 51 airports. Within its chosen sphere of operation, in order to expand easyJet needs to densify its route network in Northern and Eastern Europe, and to some extent Germany.

Euromonitor International's easyJet plc in Airlines (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Travel market. The report examines company shares by region, financial performance, its marketing strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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