

# British Airways Plc - Strategic SWOT Analysis Review

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Date: May 2021

Pages: 28

Price: US\$ 125.00 (Single User License)

ID: BA9DCC54F26EN

## Abstracts

British Airways Plc - Strategic SWOT Analysis Review provides a comprehensive insight into the company's history, corporate strategy, business structure and operations. The report contains a detailed SWOT analysis, information on the company's key employees, key competitors and major products and services.

This up-to-the-minute company report will help you to formulate strategies to drive your business by enabling you to understand your partners, customers and competitors better.

## Scope

Business description – A detailed description of the company's operations and business divisions.

Corporate strategy – GlobalData's summarization of the company's business strategy.

SWOT analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.

Company history – Progression of key events associated with the company.

Major products and services – A list of major products, services and brands of the company.

Key competitors – A list of key competitors to the company.

Key employees – A list of the key executives of the company.

Executive biographies – A brief summary of the executives' employment history.

Key operational heads – A list of personnel heading key departments/functions.

Important locations and subsidiaries – A list of key locations and subsidiaries of the company, including contact details.

## Highlights

British Airways Plc (BA), a subsidiary of International Consolidated Airlines Group S.A., is a provider of airline services. BA operates an international scheduled airline route network in association with its joint business agreement, code share and franchise partners. BA offers scheduled passenger services and air cargo transportation. BA's fleet base includes Airbus, Boeing and Embraer jets. BA operates aircraft on long-haul and short-haul routes. The company also offers aircraft maintenance, airline marketing, package holidays and insurance services. Its principal place of business is London and also has significant presence at Gatwick, Heathrow and London City airports. BA is headquartered in Harmondsworth, England, the UK.

## Reasons to Buy

Gain key insights into the company for academic or business research purposes. Key elements such as SWOT analysis and corporate strategy are incorporated in the profile to assist your academic or business research needs.

Identify potential customers and suppliers with this report's analysis of the company's business structure, operations, major products and services and business strategy.

Understand and respond to your competitors' business structure and strategies with GlobalData's detailed SWOT analysis. In this, the company's core strengths, weaknesses, opportunities and threats are analyzed, providing you with an up to date objective view of the company.

Examine potential investment and acquisition targets with this report's detailed insight into the company's strategic, business and operational performance.

**Note:** Some sections may be missing if data is unavailable for the company.

## Contents

### **SECTION 1 - ABOUT THE COMPANY**

British Airways Plc - Key Facts  
British Airways Plc - Key Employees  
British Airways Plc - Key Employee Biographies  
British Airways Plc - Major Products and Services  
British Airways Plc - History  
British Airways Plc - Locations And Subsidiaries  
Head Office  
Other Locations & Subsidiaries

### **SECTION 2 – COMPANY ANALYSIS**

Company Overview  
British Airways Plc - Business Description  
Product Category: Cargo  
Performance  
Product Category: Other  
Performance  
Product Category: Passenger  
Performance  
Geographical Segment: Rest of the World  
Performance  
Geographical Segment: UK  
Performance  
Geographical Segment: USA  
Performance  
British Airways Plc - SWOT Analysis  
SWOT Analysis - Overview  
British Airways Plc - Strengths  
British Airways Plc - Weaknesses  
British Airways Plc - Opportunities  
British Airways Plc - Threats  
British Airways Plc - Key Competitors  
British Airways Plc, Recent Deals Summary

### **SECTION 3 – APPENDIX**

*British Airways Plc - Strategic SWOT Analysis Review*

[Methodology](#)  
[About GlobalData](#)  
[Contact Us](#)  
[Disclaimer](#)

## List Of Tables

### LIST OF TABLES

British Airways Plc, Key Facts  
British Airways Plc, Key Employees  
British Airways Plc, Key Employee Biographies  
British Airways Plc, Major Products and Services  
British Airways Plc, History  
British Airways Plc, Subsidiaries  
British Airways Plc, Key Competitors  
British Airways Plc, Recent Deals Summary

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