

United Continental Holdings, Inc: Company Strategy & Performance Analysis

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Abstracts

United Continental Holdings, Inc: Company Strategy & Performance Analysis

SUMMARY

United Continental Holdings, Inc. (UAL) was developed by merging all of its subsidiaries in the year 2013. United Airlines, Inc. was a wholly-owned subsidiary of United Continental Holdings, Inc. It was incorporated in the year 1968. The merged company along with its various subsidiaries offer passenger and cargo services through Mainline and Regional airlines. The company offers these services in collaboration with many third party airlines operating in national and international markets. It serves key international destinations such as Europe, North America, Asia-Pacific, Latin America and Middle East. Leveraging all its alliances and facilities provided by subsidiary companies, UAL operates around 4,500 flights at 339 airports across five continents in a day. The company offers various loyalty programs such as MileagePlus, which benefit both the company and its customers.

MarketLine Premium's company strategy reports provide in-depth coverage of the performance and strategies of the world's leading airline companies. The reports detail company operations in key geographies as well as comprehensive analysis of each company's growth strategy and financial performance. Furthermore, the reports allow benchmarking company performance through the provision of key performance indicators including: number of seats available, number of seats sold, number of passenger kilometres available, number of revenue-generating passenger kilometres, load factor and revenue per passenger.

KEY HIGHLIGHTS

United Continental Holdings invested in new technologies and launched new services

In the year 2017, United Continental Holdings formed a collaboration with IBM to integrate its operations across various locations by using an iOS mobile app based on IBM MobileFirst platform. This application will enhance its operational efficiencies and provides a competitive edge to the company. It offered new entry level fares for economic customers and fixed the prices of its services for high-value and medium-value customers. It started offering no-frill services at entry level prices. Thus segregating the prices of different services provided the company better accountability in its operations.

Focus on segmenting target groups

The company aims to segment customers into different groups to offer services effectively. It also continues to enhance customer service by integrating advanced technologies into its business operations. United Continental Holdings, Inc. intends to enhance its operational capacities by transforming its diverse operating system into one integrated operating system.

Enhancing its operational efficiencies by focusing on cost minimization

UAL focuses more on minimizing its cost of operations to drive profitability. Severe market competition restricts its scope to enhance revenue, however it is feasible for the company to reduce its operational cost by upgrading and enhancing its operational efficiencies. The company aims to reduce the occurrence of errors in the system by investing in advanced technologies.

SCOPE

Company Snapshot - detail key indicators and rankings of United Continental Holdings' in terms of revenue, net income and operating income, number of seats available, number of seats sold, number of passenger kilometres available, number of revenue-generating passenger kilometres, load factor and revenue per passenger in the company's key markets.

Company SWOT Analysis - outlines United Continental Holdings' Strengths and Weaknesses, and weigh Opportunities and Threats facing the company.

Growth Strategies - understand United Continental Holdings' corporate goals and strategic initiatives and evaluate their outcomes.

Company Performance and Competitive Landscape - analyse the company's performance by business segments such as operating revenue, mainline passengers and regional passengers.

Key Developments - showcase United Continental Holdings' significant recent corporate events, changes or initiatives.

ICT Spending Prediction - Understand how the company allocates its ICT budget across the core areas of enterprise ICT spend, namely hardware, software, IT services, communications and consulting.

REASONS TO BUY

How does United Continental Holdings' rank in terms of number of seats available, number of seats sold, number of passenger kilometres available, number of revenue-generating passenger kilometres, load factor and revenue per passenger globally?

What are United Continental Holdings' main growth strategies and how successful has the company been at implementing them?

How has the company performed since 2014 in terms of its segments?

How has United Continental Holdings' performed in comparison to competitors such as SouthWest Airlines, American Airlines, Delta Airlines and Deutsche Lufthansa.

What are United Continental Holdings' strengths and weaknesses and what opportunities and threats does it face?

Contents

Company Snapshot
Company SWOT Analysis
Growth Strategies
Company Performance
Competitive Landscape
Deals
Key Developments
ICT Spending Predictions
Financial Summary
Appendix

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