Business environment

Paper The Impact of European Union's International Trade Policy Changes on Virgin Atlantic Airlines The industry of Airlines used to be a globalized entity in the times when closed economy systems were operating under the assumption that a self sufficient national system is indeed possible. However, with the passage of time, the world became interconnected with the help of internet and that particular development assisted humanity in terms of seeing the world with a globalized perspective (Barnes and Kaplinsky, 803). Humans came to know that they can work together in order to find solutions to their common problems. The international platforms such EU was formed in order to help the process of international collaboration and it seems the plan is working while, airlines are getting specifically benefitted as cross border trade amongst European nations gets facilitated (Naor, Linderman and Schroeder, 202). The barriers to trade are falling apart and in this way, the airlines such as Virgin Atlantic can reduce its processing speeds of a plane to mere hours now. The plan of EU is to create a unified and integrated economic zone in Europe so that region's cultural identity can be saved from unconstructive influences of Americanization and during the process; the one of the biggest European airlines is getting back to life. VAA is an English company which makes it European in identity and because of this reason; people of Europe like to travel with a European service provider rather than taking services of other cultures.

England is not a part of European Union but it is indeed the part of Europe and no one can deny this fact (Jay, 45). Being European is currently proving to be a good influence of Virgin Atlantic. The relaxation regarding VAT regulations, cross-border trade and closer approximation of excise duties allow the company to consider Europe as a unified country where policies are

similar. The company's employees are rather safe from experiencing cultural and legal shock while travelling to the various countries of the Euro net. However, this not the whole story because England can regain its political position in the Europe by using VAA as a strategic tool in this regard (Casanova, 421). The companies have been known to carry their country of origin's identity wherever they go in the world. By offering generous discounts and great level of service, the company can create goodwill about its country in other European nations. Additionally, humans have the habit of over generalizing about nations and if airline's staff can behave admirably and warmly to people then it may go a long way in terms of easing the relations between Europe and England. Furthermore, commonality of language is a great way of attracting people so it is fairly advisable that the airline sends culturally and linguistically excited employees on international voyages whereas, others should be reserved for flights in other areas of the world.

Conclusively, Europeans love to travel in European planes and therefore, they are tolerating travelling with VAA as a matter of fact. However, the company on the other hand is willing to get full advantage of integrated economic climate of Europe.

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