

Raisin swot analysis

[Finance](#), [Financial Analysis](#)



Strengths

Low cost operations

Fewer management level, effective, focused and aggressive management

Simple proven business model that consistently delivers that lowest fares

Penetrate and stimulate to potential markets

Multi-skilled staffs means efficient and incentive workforce

Single type fleet minimize maintenance fee and easy for pilot dispatch

Opportunities

Long haul flight is an trial to get undeveloped market share

Differentiation from traditional LLC model by adding customer services or operation as full service airline tit low fare

Ongoing industry consolidation has opened up prospects for new routes and airport deals

High fuel prices will squeeze out unprofitable competitors

Weaknesses

Service resource is limited by lower costs

Limited human resources could not handle irregular situation

Government interference and regulation on airport deals and passenger compensation

Non- central location of secondary airports

Brand is vital for market position and developing it is always a challenge

Heavy reliance on outsourcing

New entrants to provide the price-sensitive services

Threats

Full service airlines start cut costs to compete Entrance of other Laces

High fuel price decreases yield Accident, terrorist attack, and disaster and affect customer confidence

Aviation regulation and government policy

Increase in operation cost in producing value-added services

System disruption due to heavily reliance on online sales

Current Situation

Raisin was once again named the 'World's Best Low Cost Airline' ; 'Sais's Best Low Cost Airline' at the 2014 World Airline Awards held in London in July, making it the sixth consecutive win for Raisin.. Raisin Launches Free User Trial of On Board Wife. Raisin X Inks Deal to Buy 50 Airbus Planes. Japan's E-commerce Giant Reawaken to Tie-Up with Raisin.

Raisin X Unveils New Aircraft Livery : Welcoming the 21st Airbus A320neo
SOOT Analysis By Nondiscriminatory cost courier in town, offering the best value-for-money express courier and parcel delivery service; wholly developed by Raisin, providing customers up to 50% savings in costs compared to existing courier services. Raisin to re-enter Japan's low cost carrier market. Raisin offers to fly you abroad for ₹ 2600 from India.