

Marketing assignment free flashcard



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Marketing Lecturer: Mr. Dylan Swart Submission Date: 24-05-2013 Student Name: Ahmadeyya Omar Student ID: 862441 Executive Summary: Table of Content: Introduction: “ Qantas has grown to be Australia’s largest domestic and international airline. Registered originally as the Queensland and Northern Territory Aerial Services Limited (QANTAS), Qantas is widely regarded as the world’s leading long distance airline and one of the strongest brands in Australia” <http://www.qantas.com.au/travel/airlines/company/global/en>.

SWOT and PEST analysis for Qantas Airline: SWOT analysis (alternatively SWOT Matrix) is a structured planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture” http://en.wikipedia.org/wiki/SWOT_analysis [pic] below are the 4 elements of the SWOT analysis and how it might be used with Qantas Airline: 1. Strength: a. Qantas have its reputation in the Australian Marketplace. b. Qantas Group have large number of employees approximately 32, 500. c. It operates over 250 aircraft. d. It offer services across 182 destinations in 44 countries. 2. Weakness: a. Have a high cost structure b.

Do not have enough overseas employers for the flight crew 3. Opportunities: a. Arrange to hire employees with low salaries and offer training programs 4. Threats: a. Increase in fuel price. b. Other companies reduced their costs and the prices of the flights. “ PEST analysis (Political, Economic, Social and Technological analysis) describes a framework of macro-environmental factors used in the environmental scanning component of strategic management” http://en.wikipedia.org/wiki/PEST_analysis as per PEST

analysis, below are the factors that affecting Qantas Airline: 1. Political: a.

The important factors in Qantas Macro Environment: