

Qatar airways essay sample

[Transportation](#), [Airlines](#)



Introduction:

Qatar Airways is the national airline of the State of Qatar. It is considered as one of the major leading airlines in the world today. Qatar Airways began its operations in 1994, but only as a small low cost airline. Due to the guidance and wishes of The Emir of Qatar, Sheikh Hamad Bin Khalifa Al Thani, Qatar Airways was re-launched in 1997 with a vision of making it into an International Airline with excellent standards of service. From then on Qatar Airways has become one of the fastest growing carriers in the world. Qatar Airways reached a milestone of a 100 destinations by the first quarter of 2011.

Two months later it was awarded with Airline of the Year in 2011 in which almost 18 million travelers worldwide cast their votes. It was awarded the Airline of the Year in 2012. It has now been given status of a 5 star airline. Commencing their operations in 1997 with only four aircraft in their fleet, Qatar Airways expanded to 50 aircraft by 2006. Today, Qatar Airways operates a fleet of 140 aircraft which by 2015 will be 170 aircraft covering a global network of 170 destinations.

Mission Statement of Qatar Airways

“ Excellence in everything that we do.” high end safety rendering 5 star services culturally aware staff

Vision Statement of Qatar Airways

“ To become a world class carrier and cargo service provider with global reach.”

Invest in and maintain a growing fleet of aircraft flying to key businesses and leisure locations in the world.

Consumer Market Analysis

Having its own target market of brand loyals, because of being the National Carrier of the state, Qatar Airways mainly focuses on targeting the elite class customers. Their portfolio includes a large amount of corporate and business class customers. They want customers who are willing to pay the sum of money for the services the airline renders. This gives Qatar Airways a brand uniqueness and a strong position in the competitive business market. Out of the buying behaviors of consumers, Qatar Airways falls in the Complex Buying Behavior, due to the major differences between Qatar Airways and other carriers and high involvement of the consumer on personalizing his travel experience. Being a 5 star carrier, Qatar Airways has a travel experience like no other airline in the market today. From their pre-flight services, airport check-ins, lounges and on-flight, their services are second to none.

They also charge a higher price compared to major airlines like Emirates and Eitehad. The consumer has choices of 4 different cabins and due to their global reach an option to fly to 140 different destinations in the world today. During the 2012-2013 financial period Qatar Airways recorded passenger traffic of surpassing 18 million passengers worldwide. This statistic clearly defines that the consumers of the airline are on the adoption stage in the Product adoption process. They have read and heard about the airline, have

taken interest and given it a try. Thus now they are on the level of adoption.

Product Life Cycle

The airline is in its Maturity state and is looking nowhere close to declining in the near future due to its innovation and sustained market penetration strategy. Qatar Airways focuses on delivering its first class services to the target audience to fulfill their demands and keep them coming back.