

Good delta airlines essay example

[Business](#), [Company](#)



Background information

Delta Air Lines is one of the greatest airlines of US which operates an extensive international and domestic network and serves six continents. Its headquarters is in Atlanta, Georgia. The subsidiaries of Delta Airlines operate more than 5,000 flights daily and serve approximately 165 million customers annually. The company has roughly 80,000 employees.

Moreover, the airline was also named “airline of the year” in 2014 by Air Transport World.

Financial situation

Delta Airlines is operating in profit where its revenue has increased to US\$ 37.773 billion in the year 2013. In addition, the operating income has increased to US\$ 3.4 billion in the last year. Other year 2013 financials of Delta Airlines shows Total assets, Net income and Total equity of US\$ 52,252 billion, US\$ 10.54 billion and US\$ 11.643 billion respectively (United States Securities and Exchange Commission). This reflects that the company is in a stabilized position to offer new products and services to its loyal customers.

Current product offerings

Delta Airlines products include Economy, Economy Comfort, First Class and Business Elite where the customers are provided with different services.

However, the services that are provided in all products include free access to Wi-Fi, power adaptors for devices, personal video/ audio entertainment, food & Beverage and comfortable seating options where the later two are according to the type of product selected.

Target market

The target market of Delta Airlines includes business class people and leisure travelers. Majority of its consumers are from North America with a greater fraction arriving from southern district.

New product/services offering

Delta Airlines offer personalized entertainment of audio video which is also offered by other American airlines. The company can therefore offer personalized DVD players where the customers will be allowed to play their own favorite audio or video CDs/DVDs.

Works Cited

United States Securities and Exchange Commission. Delta Airlines, 12 December 2013. Web 25 February 2014