

United airlines essay

[Environment](#), [Air](#)



The United Airlines came into existence in the 1930s. It was started by Bill Boeing's as an Aeronautic Conglomerate with the major aim of boosting the air transport as well as to market the Boeing Aircraft. It first began as a United Aircraft and Transport Corporation which operated only on Transcontinental passenger flights and a holding company for the corporation's four constituent airlines.

After the Second World War, it rapidly expanded to become the best and largest air carrier in the West.

It took the name United Airlines Limited (AUL) in 1988 and in the year 1994-2003 it floated its shares to their employees making it the largest employee owned company in the United States (Laibich 1987). The United Airlines is one of the largest International carriers in the globe; it is based in the United States and has an employee base of over 52, 000 living in the US and in many other countries where they ply. The company has been a success for so long but recent reports indicate that with the worldwide economic crisis, they have not had it smooth run in their operations.

The United Airlines have had a share of their challenges which almost threatened to bring it into a snarl. The organization therefore got into a strategy related to the business of revenues, costs and general operation improvement to enhance their competitive margin (Nelms 1997). Operations of United Airlines By the help of their hubs in San Francisco, Los Angeles, Denver, Washington DC and Chicago, United Airlines has managed to operate over 3500 flights per day to about 210 domestic and international

destinations. Their major international routes include those to the Asian-Pacific Region, Latin America and Europe.

Their portfolio is to act to the best interest of their customers [best service delivery at an affordable cost]. In the verge of expansion, UAL has diversified its operations by acquiring properties and making corporations enabling them to take advantage of the tourism business in popular destinations (Davies, 1972).

In June 2000, the United Airlines signed a lease with the Alaska CargoPort (TM) to increase their warehouse capacity to 10, 000 square feet for efficient handling of cargo as well as to give access to the wide aircrafts packing lounge.

Several other measures have been put in place by the management to see the airline achieve its objectives (Bilstein, 1994). Fleet Composition of the Airline The United Airlines have a freighter operation hub in Anchorage for the Asian and North American clients. The facility is strategically located for easy cargo transfer, it also allows for any future expansion with other potential partners. UAL Cargo serves about 134 Destinations in 34 Countries with over 1000 flights per day.

They also have four, DC-10-30 Freighters and a wide fleet of passenger /cargo aircrafts for instance 38 Boeing747-400s and 35 Boeing 777s.

These aircrafts are used to meet the ever growing demand of their already wide customer base. Their mainline fleet includes about 460 jets (Laibich, 1987). United's major and largest hub is O'Hare International Airport which

handles 650 departures daily and their largest Maintenance Operation Center is located in San Francisco International Airport.

[United Airline is proud to be the only commercial airline to have operated “Executive One” when the then US president Richard Nixon flew in it as a passenger on the 23rd December 1973].