

# Case study on airasia

Business



## **Airasia Case Study:**

AirAsia is a popular Malaysian airline which is supposed to be the biggest low-cost airline in the whole Asia. It carries out flights into more than 25 countries of the world into 400 directions. The hubs of the airline are situated in the international airport in Kuala Lumpur. The company is treated like the most successful low-cost Asian airline and it was awarded as the prominent company of this type in 2007, 2009, 2010 and 2011. In 2010 AirAsia was awarded for the cheapest seat cost, because there was not an airline which could sell flight-tickets cheaper. The company was founded in 1993 but started its active functioning only in 1996.

Now it is the biggest low-cost airline and the most active exploiter of the planes of the Airbus A320 class. The year 2012 is famous for the additional purchase of 100 planes Airbus A320 what will make the company's fleet increase to 475 aircraft in future. Currently the fleet of AirAsia counts 169 planes. The majority of the planes are located at the airports of Bangkok, Kuala Lumpur, Jakarta, Manila and Tokyo. The airline does not only provides international flights, but also own a chain of low-cost hotels for its clients in many countries of the world. In spite of being a low-cost airline, AirAsia provides its clients with the opportunity to buy food products and drinks on board called "Snack Attack".

The majority of flights exclude alcohol drinks and pork, but there are X class flights which enable passengers purchase beer and wine. AirAsia is a popular and quite profitable low-cost airline which attracts millions of clients every year what makes it the biggest Asian company of this kind. The student is

able to improve his knowledge about the functioning and principles of work of low-cost companies on the bright example of AirAsia. The young person is expected to analyze the structure of the airline, study its fleet, the number of employees, the hubs, the annual stream of clients, the additional services of the company, etc. One is able to research the case in detail learning about the cause and effect of the issue and generating the solution to the chosen problem under analysis.

Evidently, many students are not able to prepare a successful assignment from the first try, so it is reasonable to apply for help in the Internet and look through a well-designed free example case study on AirAsia written by the well-educated and creative expert. If one is not sure about the right structure and format of the paper, he can find the answer to these questions online reading a free sample case study of AirAsia strategic role of information system in business provided by the experienced writer.