

American airlines swot analysis

[Business](#)



American Airlines, Inc. (AA) is a major airline of the United States. It is the world's largest airline in regards to accumulated passenger miles. American Airlines took off on April 15, 1926 when Charles Lindbergh flew a bag of mail from Chicago to St.

Luis in a DH-4 biplane. A year later the first passenger flight flew from Boston to New York, heralding the real first passenger airplane travel by American Airlines. A subsidiary of AMR Corporation, the head quarters of American Airlines is in Fort Worth, Texas adjacent to the Dallas/Fort Worth International Airport.

American operates scheduled flights throughout the United States and flights to Canada, Latin America, the Caribbean, Europe, Japan, the People's Republic of China, and India. On June 25, 1936 American Airlines flew the world's first commercial DC-3 trip from Chicago to New York. In 1941, American Airlines starting serving Mexico.

In 1953, American Airlines began non-stop transcontinental service using DC-7's. On January 25, 1959 American was the first airline to introduce coast to coast jet service with the introduction of Boeing 707's. In 1981 the AA advantage program which is the frequent flyer project, was introduced.

American Airline holds the distinction of many firsts in the aviation history. By regularly adding new airplanes it has kept pace with the changing face of technology and requirements.

American Airlines is credited with the introduction of the first true in flight meal services. The airlines have evolved with the invention of newer

airplanes that are capable of carrying more passengers to meet the growing need of people to fly. Traffic control system and ticket reservation system are also the innovations of American Airlines (History of American Airlines, 2006).

AMR Corporation is committed to providing every citizen of the world with the highest quality air travel to the widest selection of destinations possible. AMR will continue to modernize its fleet while maintaining its position as the largest air carrier in the world, with a goal of becoming the most profitable airline.

AMR is the airline that treats everyone with equal care and respect, which is reflected in the way each AMR employee is respected. AMR recognizes that its employees are the key to the airlines success and invests in the futures and lives of its employees.