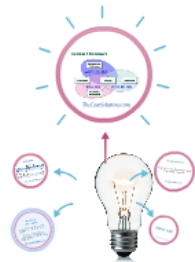
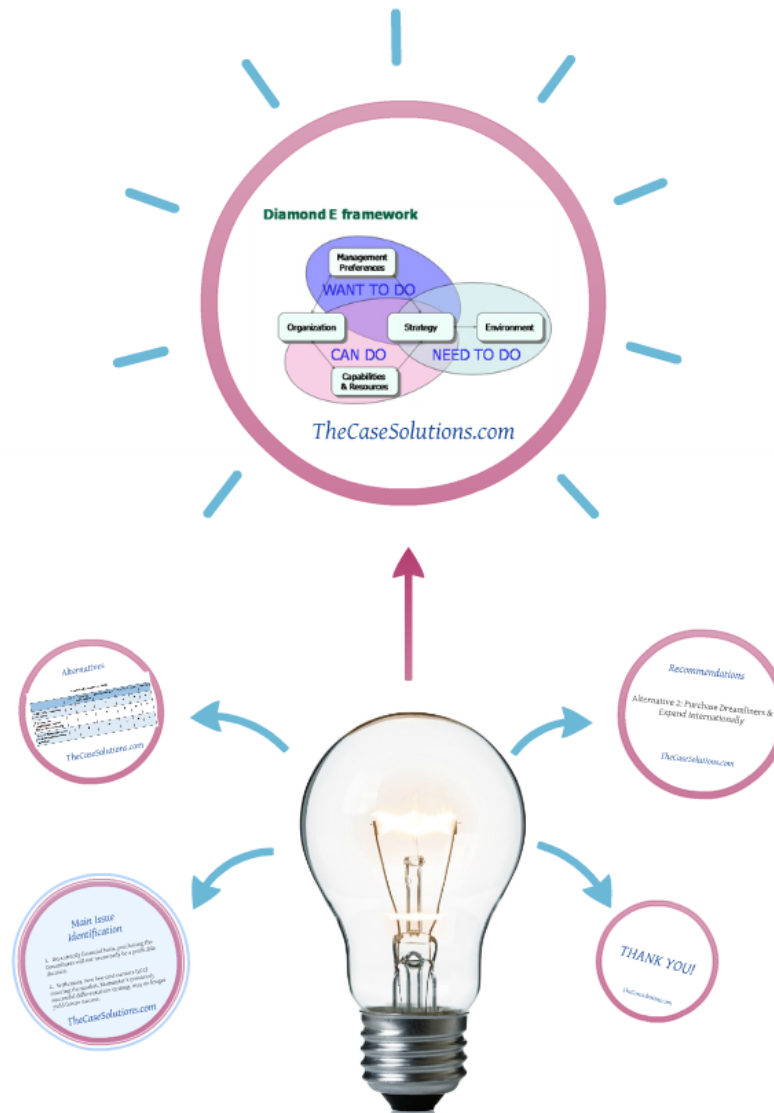


Diamond E framework





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Main Issue Identification

1. On a strictly financial basis, purchasing the Dreamliners will not necessarily be a profitable decision.
2. With many new low-cost carriers (LCC) entering the market, XiamenAir's previously successful differentiation strategy may no longer yield future success.

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Diamond E framework



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Alternatives

Analysis of Alternatives Table

	COST	TIME TO IMPLEMENT	PROFITABILITY	“WANT”	“CAN”	“NEED”
Add a LCC to existing operations	-	-	-	-	+	-
Purchase the <u>Dreamliners</u> , expand further internationally	-	+	-	+	+	+
Cancel Dreamliner order and continue operating as before	+	+	+	-	+	-

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Recommendations

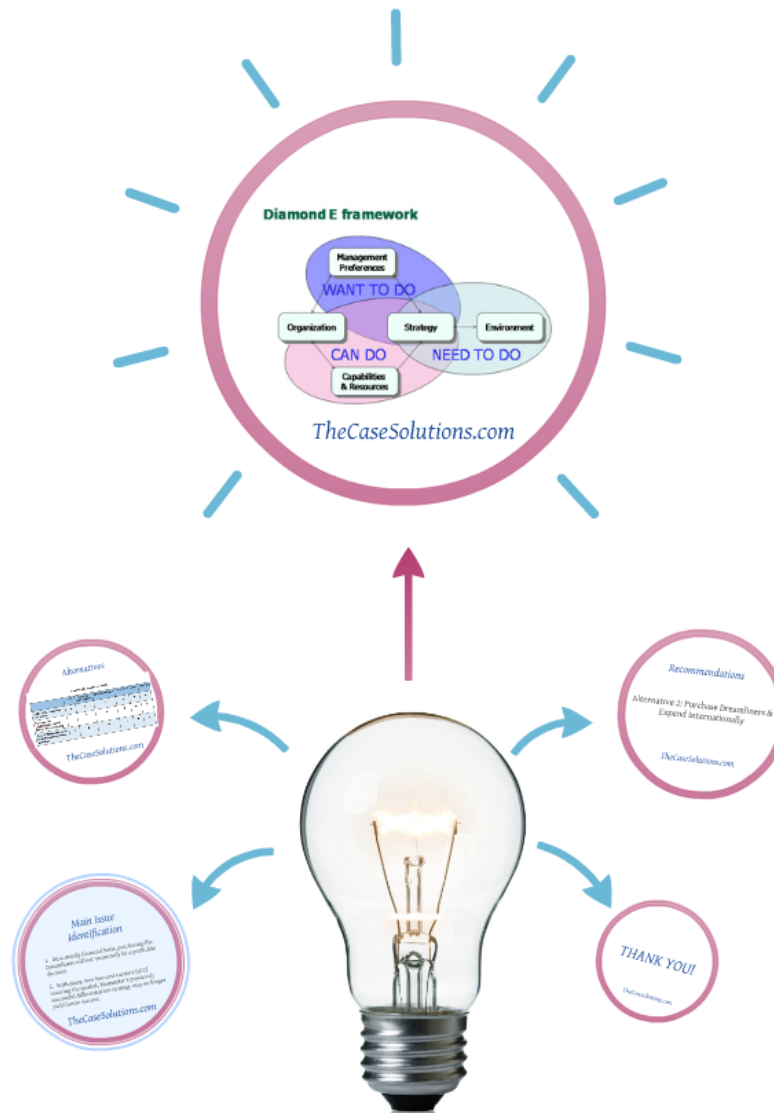
Alternative 2: Purchase Dreamliners &
Expand Internationally

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THANK YOU!

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