

OVERVIEW

- Introduction
- Case summary
- SWOT analysis
- Growth strategy
- Strategic direction
- Financial result and performance

INTRODUCTION

- Founded in July 2003
- Started operations in Oct 2004
- Provided long-haul flights with Euro and Airbus aircraft
- 50 destinations across 34 airports
- www.airarabia.com



AIR ARABIA'S AIRFARE PERFORMANCE



SWOT ANALYSIS

STRENGTHS: Knowing strengths will help Air Arabia to focus on maintaining their standard.
WEAKNESSES: Knowing their weaknesses presents the opportunity to improve themselves.
OPPORTUNITIES: Having a clear view of their opportunities will help them create a plan to achieve it.
THREATS: By knowing their threats they will be able to overcome them.



AIR ARABIA'S STRATEGY

Done By:
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 Alia Qureshi 4619237

GROWTH STRATEGY AND STRATEGIC DIRECTION



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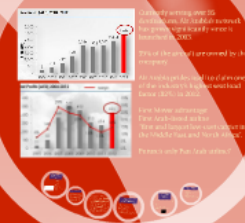
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INTRODUCTION

- Founded in Feb 2003
- Started operations in Oct 2003
- First and largest LCC in North East and North Africa
- 86 destinations using 34 aircrafts
- 3 operational hubs

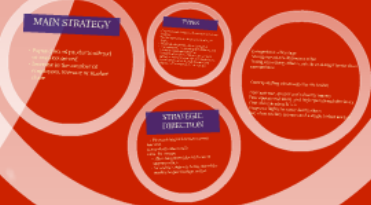


AIR ARABIA'S OVERALL PERFORMANCE



AIR ARABIA'S STRATEGY

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