

# Singapore Airlines: Continuing Service Improvement

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**An Update on Current Situation**

- 2001 SIA began service to Europe, Pacific, Singapore to Los Angeles and Newark
- 2002 began Singapore to London and Sydney
- 2011 SIA was first carrier to receive approval to fly to 24 cities in the US
- SIA continues with 24 airlines to drive cost and mitigate regulatory issues.

**Final Recommendations and Justification:**

Focus on both Low-cost and High-end market with distribution

- The low strategy can be implemented in terms of aircraft management.
- Middle market route.
- Diversify on the low-end side in a different aircraft to avoid issues of the high-end route.



Questions?

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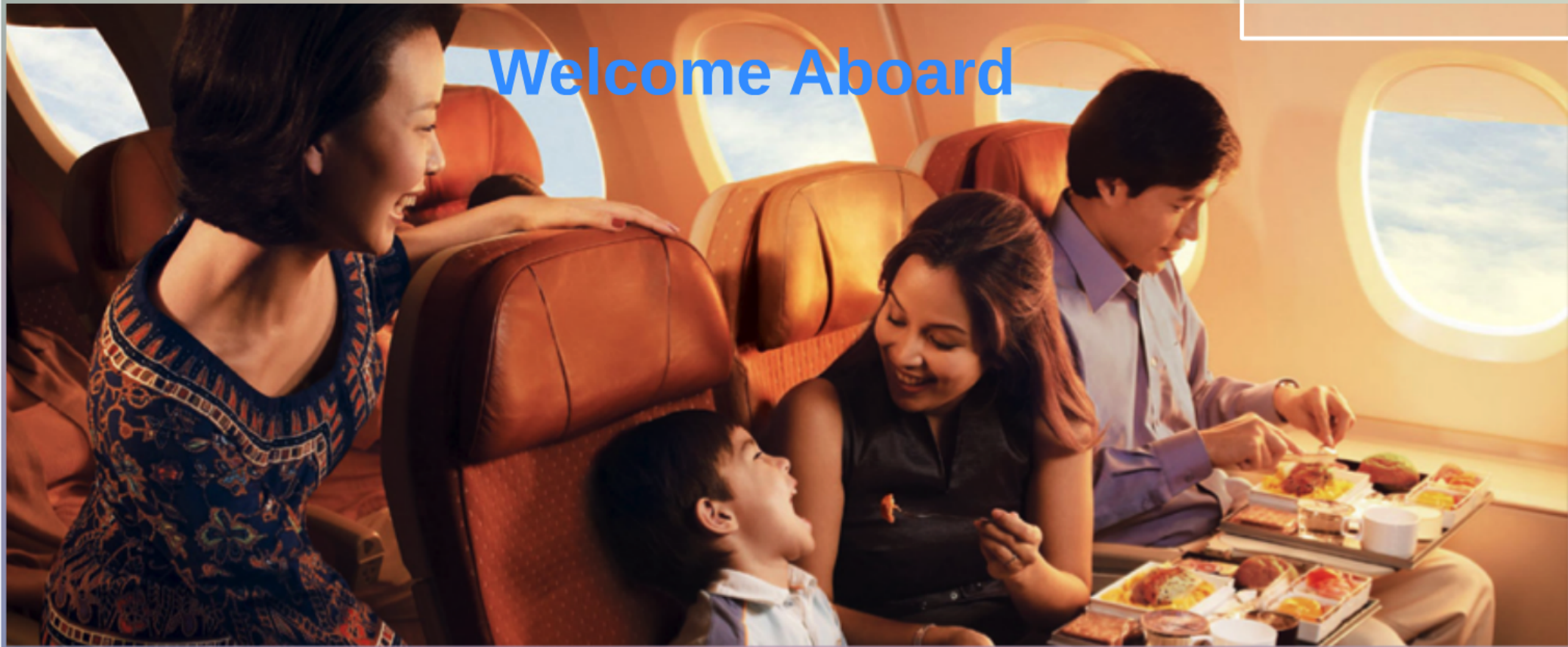
Focus on both Low-cost and High-end market with distribution

- The low strategy can be implemented in terms of aircraft management.
- Middle market route.
- Diversify on the low-end side with a 50% aircraft capacity to cost-cut on the high-end side.



Questions?

Welcome Aboard



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# Problem Identification

SIA needs corporate + marketing strategies to position the airline for continued growth in the now globalizing industry.

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# Strengths

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1. Product (in-flight services) innovation

Seats (SkySuite, Extended Seat Pitch)

Restaurant-style service

Krisworld

Services

2. Aggressive fleet development
3. Successful marketing strategy

# Weaknesses

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1. The management team remains quite a monolithic culture.
2. Cost management still has room for improvement.

# The

**BEYOND TODAY**  
A comparison of aviation's  
global reach in 1990 and 2010  
and forecast to 2030<sup>est</sup>

Passengers

1990: 1.2 billion

2010: 2.7 billion

2030: 5.9 billion

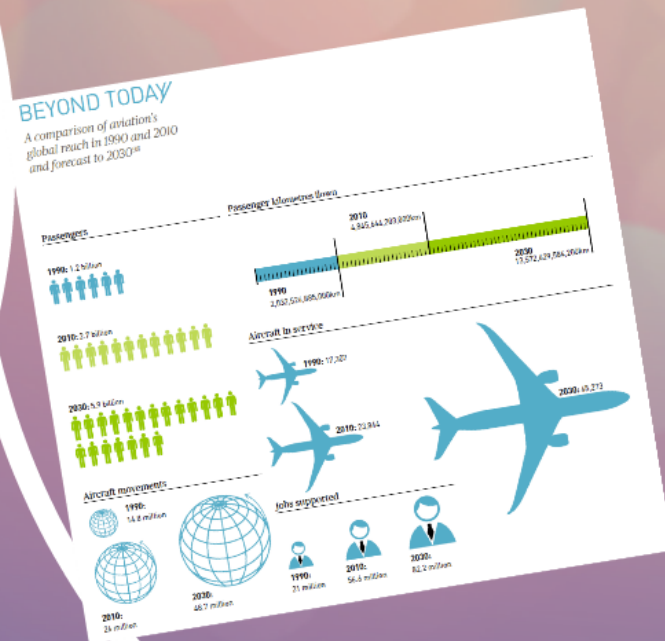
Aircraft movements

1990:  
14.8 million

2010:  
24 million

# Opportunities

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1. Growing Aviation Industry
2. Membership in the Star Alliance
3. Open skies agreement

# Threats

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1. External uncertainties  
Oil prices  
Flight accidents
2. Competitors
3. The freedoms of the air



# Corporate Strategy

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