

Singapore Airlines Harvard Case Solution & Analysis

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Analysis of the strategy of the firm: Singapore Airlines

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Basic facts about SIA

Why did we choose SIA?

Profit decrease

- Passengers carried increased
- Revenues increased
- Expenditures increased
- -19.8% in operating profits in 2015
- Cannot keep cost down

Losing their competitive advantage

Core competences

Service Excellence
- Quality
- High standards
- Customer relations

Network connectivity
- Frequency
- Coverage

Product leadership
- Quality
- Performance

DUAL STRATEGY

Service Excellence

Cost Efficiency

Competitive advantage

Why did we choose SIA?

Core competences

Service Excellence

- Training
- Highly awarded for service excellence

Product leadership

- Industry trendsetter
- Young fleet

Network connectivity

- Partnerships
- Alliances

Service Excellence

- Training
- Highly awarded for service excellence

Product leadership

- Industry trendsetter
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