

# Air Arabia - Strategic Management

"To be one of the world's leading budget airlines"

Kristina, Roydan, Stacy and Swapnil  
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# Outline

- Air Arabia
- Strategic Management
- SWOT Analysis
- Growth Strategy
- Strategic Direction
- Conclusion



**Air Arabia**



- Started operations in 2003



The CEO was awarded in 2008  
(World's Best Low Cost Airline CEO)

- First and Largest Low Cost Carrier in the Middle East and North Africa
- 82 destinations in The Middle East, North Africa, Asia and Europe

(Air Arabia, 2013)

**Air Arabia's net profits**  
**2013, AED 341**  
**2012, AED 226**



(Air Arabia, 2013)

# Strategic Management

## Performance

Positive relationship between performance and strategic management



Organizations that use strategic management have higher performance

(Robbins, 2011)

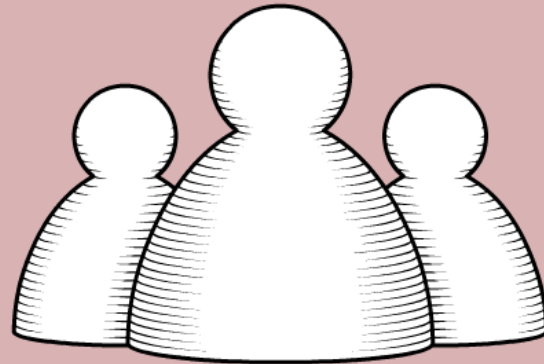


## Problems

Industry's troubled performance:

- Increase in fuel costs
- Competitive pressure

(Robbins, 2013)



Development of organization's strategies.  
Basic management functions.

## Organization's Strategy

- Plans on how to
- proceed with the organizations business activities
- compete successfully
- Attract Customers to achieve goals

(Robbins, 2011)

(Flouris and Dostaler, 2007)

# Organization's Strategy

**Plans on how to**

- **proceed with the organizations business activities**
- **compete successfully**
- **Attract Customers to achieve goals**

**(Robbins, 2011)**

# Performance

Positive relationship between  
performance and strategic management



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