

# Air Asia

# Introduction

AirAsia is the airline which has started the low-cost airline concept in Asia and has indeed brought flying more closer to the common man. The case study analyses the competitive plans and opportunities, threats and effective working methods that have helped the airline to demonstrate continual growth in this progressive industry.

# Operational Efficiency

Out of all of AirAsia's major factors of competition, one of the most important is operational efficiency. Astonishingly, the airline makes the use of quick turn around time, proper networking of routes, and a young age of aircraft for its fuel and maintenance.

# Issues and suggestions

Nonetheless AirAsia has some potential risks such as volatility of fuel price, various government policies and regulations and the strengthening of competitor airlines. Thus, to maintain competitive advantage, further innovation is required, new routes and increased market coverage, as well as synergies to improve client services.

# Conclusion

The AirAsia case learns that an efficient cost appropriate innovation and customer-oriented strategies play the significant role in airline industry. Additional information and solutions are available at [thecasesolutions.com](http://thecasesolutions.com).

# Recommendation

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

Resource: Visit [thecasesolution.com](https://thecasesolution.com) for detailed analysis and more case studies.