

# Emirates Airline: Connecting the unconnected

# Introduction

The "Connecting the Unconnected" case discusses the strategic direction and business proposition of Emirates Airline and its focus on linking many small and unconnected markets around the world. Dubai based Emirates Airline owes its competitive advantage in global connectivity and customer service to its strategic location, modern fleet, and a customer focused outlook.

# Strategic Business

The main lines of business development focus on the idea of the linking non-central, non-hub cities through an efficient use of Dubai as a strategic hub. Thanks to the massive connectivity, the airline ensures passengers made a transfer across continents without many stopovers.

# Force Model

However, today, Emirates has some issues: fuel price volatility, unpredictable economic environment, and specific competitors – Qatar Airways and Etihad. Also, global challenges such as the ongoing COVID 19 affected it and forced the airline to transform quickly and mainly dedicate itself to cargo business.

# Conclusion

Life story of Emirates Airline clearly illustrate the important of strategic planning and innovation in this competitive industry. Its capability to extend infrastructure to markets that have been ignored before has not only helped it become one of the biggest operators in the world but it also revolutionized commercial travelling.

# 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.

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