

Southwest Airlines

Introduction

Southwest Airlines Co., has assumed a unique position in the equally competitive airline industry in the United States over several years operating under its famed cost leadership strategy, customer intimacy, and profitability. The current case is designed to pull out key business strategies and problems of the company and to analyze, how Southwest Airlines maintains a powerful position on the market.

Operational Efficiency

Having an efficient operations system remains one of the unique strengths of Southwest Airlines. The airline has continuously employed cost cutting strategies like having a fleet with a single model of Boeing 737. This negates the need for much maintenance work and makes it easier for the systems to run.

Customer Service

Southwest Airlines focuses on customer relations as a strand and has a people-oriented company policy. For this reason, the company has managed to draw a loyal clientele through friendly and reliable services. Furthermore, the company's policy of no frills which include; no assigned seats, and charged little fees for baggage has been favorably received by the low cost consumer while still satisfying the consumers.

Conclusion

The successful experience of SWA also indicates that, in addition to becoming operationally efficient, it is also crucial to be customer-oriented. This is in line with findings presented in the case solution segment, which sought to establish that the airline is still dynamic, so it adapts to the ever-shifting landscape of the airline industry.

Recommendation

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

Resource: visit thecasesolution.com for detailed analysis and more case studies.