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Carnival Cruise

Introduction

Carnival Cruise, as a key company operating in the global cruise services industry has experienced a number of threats since its inception; they including; The paper analyzes the business development plans and the key management actions of the company, as well as the nature of its external environment. Thus, this article provides solution to **Carnival Cruise case** and outlines vital measures that can help organization to enhance its market standing and profitability.



Challenges

Carnival Cruise has also faced challenges in its operations such as poor economic condition, issues of safety, competition and others from the other players in the cruise business. Another operational problem has also been experienced due to complexities posed by environmental regulations, and fluctuating fuel prices. However, the expectations for sustenance of klientles and individualization policies have evolved in the market, so innovation was necessary.



Diversification of Revenue Streams

Meanwhile, the development of new and more extensive relations with on-shore tour operators, the appearance of new packages of services connected with certain destinations, and the beginning to offer luxury cruises can contribute to diversifying the sources of revenues.



Conclusion

Carnival Cruise is definitely one of the most interesting examples of how strategic forecasting and management prepares for challenges within an industry. In particular, with reference to innovation, sustainability, and operation efficiency, Carnival has the opportunity to maintain the competitive advantage and remain one of the most significant market players.



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