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ETIHAD AIRWAYS: RETHINKING INTERNATIONALIZATION AND GROWTH CASE


INTRODUCTION

The United Arab Emirates' flag carrier Etihad Airways started on a grand strategic management plan to revolutionize internationalization and growth plans. This paper focuses on analyzing the issues that Etihad Airways had to face and the opportunities that it came across while trying to implement a new strategy of internationalization and strategic partnership. Hence, positioning the solution in the context of essential aspects like market entry, synergy between partners, and growth perspectives.



MARKET ENTRY STRATEGIES


The various dimensions of internationalization that can be identified by analyzing Etihad Airways' experiences include the fact that the initial strategic moves the company employed when entering foreign markets were rather assertive. The strategic objectives that the airline had to develop a sound international network included unveiling of new destination and buying stakes in foreign carriers. This expansion was strategic targeting the new market and boosting the connectivity.





FUTURE IDEA AND ECONOMIC VIABILITY

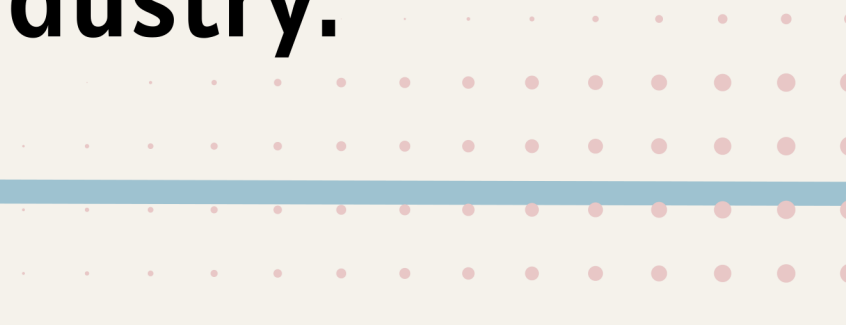
Firstly, the importance of the company's strategic vision and focus on its future development as a factor that influences the improvement of the capability; Secondly, sustainable development of the airline and its responsibility to the environment, local communities and other stakeholders as the elements of the capability.





CONCLUSION

Through the discussion of the Etihad Airways case study it is appreciable to understand the issues that surround the internationalization and growth process in the aviation industry. The proposed solution highlighted the significance of the strategic course of action, stakeholders' collaborations, and process efficiency. If these crucial sectors are tackled, Etihad Airways would be in a good position to overcome the existing prospects of globalization and have a better competitive standing in the future of the aviation industry.





RECOMMENDATION

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