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# **Singapore Airlines: Surviving the Covid- 19 Pandemic**



# Introduction

The recent COVID-19 pandemic has significantly threatened the worldwide aviation operations in which SIA was not exempted. In this case, different strategies and practical measures that SIA undertook to deal with the crisis and be ready for further development are analyzed.

# Effect of the COVID-19 Virus to the Singapore Airlines

The pandemic greatly reduced the number of flights around the world hence greatly affecting the financial health of airlines. Singapore Airlines suffered greatly in its revenue as a result of limitations on travel, grounded airplanes, and low traffic. Thus, the management of this airline was a task that involved dealing with current losses and finding ways to restore the company.

# Future Outlook

With aviation slowly getting back on its feet, Singapore Airlines has restored itself to stand tall again. There is no denying that the company has adopted several strategic actions in response to the COVID-19 that not only guarantee the company's sustainability but opens a new page to a more resilient and sustainable period. By focusing on cost containment, creativity, and customer satisfaction, SIA has the vision of reclaiming its position in the international airline industry.

# Conclusion

In view of the Singapore Airlines case, it becomes possible to recognize the significance of flexibility and the ability to predict unique events. In the given report, SIA has shown assertiveness in its decisions and owing to solutions oriented towards creating a future ready organization requisite for survival. Learning from this case, it is possible to note the following important lessons for other organizations, which experienced the interruption of their operations.



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