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Southwest Hedging Strategy: A Harvard Case Solution & Analysis

INFORMATION

The hedging policy applied by Southwest Airlines, described in the text of the Harvard Case Study, may give much food for thought for understanding the work of this airline as well as for applying the hedging practices in the context of the key expense of any airline – fuel price fluctuations.

Strategic Objectives

Due to the fact that Southwest Airlines dominates the domestic business travel market, it uses an advanced form of hedging that is mainly based on the use of options and futures contracts.

Strategic OBJECTIVES



Hedging Strategy

The hedging strategy of Southwest is therefore systematic and, entails constant valuations of the markets.

**HEDGING
STRATEGY**



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CONCLUSION

However, the Harvard Case Study shows that Southwest Airlines has been hedging against oil price fluctuations, signifying the need for preventive measures in today's airline operations.



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