

**American Airlines**

**Parent Company**

AMR Corporation

**Category**

International

**Sector**

Airlines

**Tagline/ Slogan**

Be yourself. Nonstop; We know why you fly

**USP**

Excellent quality of onboard entertainment

**STP**

**Segment**

Customers preferring comfort/punctuality

**Target Group**

Middle class/Upper middleclass

**Positioning**

Premium American Airlines

**SWOT Analysis**

**Strengths**

1. Strong Hub in Dallas/Fort Worth
2. Advantage recognized as the best customer loyalty program
3. Strong Brand image, Started many new routes since 2010

4. Strong image for onboard entertainment content

5. Wide reach with over 250 destinations with a strong fleet size of 600 carriers

### Weaknesses

1. Financial position is a cause for concern
2. Losing out market share to LCCs and other competitive players

### Opportunities

1. Leverage on code share agreement with a number of airlines
2. Capitalization on growth of HDTV
3. More international destinations on popular routes

### Threats

1. Increasing Fuel Costs and Increasing Labor Costs

2. Pressure from regulation bodies and govt policies
--

3. Low fare service providers
-------------------------------

### Competition

#### Competitors

1. United Airlines
--------------------

2. Delta Airlines
-------------------

3. JetBlue Airways
--------------------

4. Southwest Airlines
-----------------------

5. Virgin Atlantic
--------------------