

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