

Qatar Airways business plan Analysis (SWOT)

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Received April 30, 2021 & Revise June 8, 2021 & Accepted June 30, 2021

Abstract

Qatar Airways business plan Analysis (SWOT) is an analysis of the environment and its potential as a tool to assess the situation for business operations. This allows to recognize the Strengths and Weaknesses from the internal environment, and Opportunities and Threats from the external environment. After analyzing Qatar Airways by using a SWOT Analysis to reveal Strengths Weaknesses from the internal environment, Opportunities and Threats from the external environment were seen. All the analyzed data will be analyzed in a correlation model using the TOWS Matrix strategy to demonstrate the assessment direction and set the strategy of Qatar Airways.

Key Words: Qatar Airways, business plan, SWOT, TOWS Matrix

Introduction

Qatar Airways القطرية is the national airline of the Arabian Gulf States, managed by Qatar Airways Group Chief Executive Akbar Al Baker. Qatar Airways is the most popular airline for tourists, which is rapidly expanding business. It is one of the fastest growing airlines and is one of the 5 airlines that have been rated by Skytrax as a World's 5 star airline, which currently has a network of more than 150 destinations around the world. (The Free Encyclopedia, 2017)

As the aviation industry has evolved since then. Whether mergers and acquisitions, the rise of low-cost carriers, bankruptcies, the addition of double-decker planes, etc. However, Qatar Airways has focused on its original stance, is to connect the world with a growing and reliable network. It will ensure Economy Class, Business Class and First Class passengers experience the best in the world both in-flight and on the ground. With ten years of long-standing awards from cabin service to food and beverage service, Qatar airways added in-flight entertainment and seats that are comfortable for passengers.

With the expansion of our world connection, more than 150 destinations around the world. It's hardly noticeable that there is no destination that their passengers will not be able to reach. Because people travel more often and the demand for access to new destinations is growing, their commitment to expanding our network and providing excellent service is paramount. As a result, our network will be further developed. To ensure that we have flights to the destinations that passengers want.

Qatar airways considered and discussed as well as the airline's advertising and sponsorship for sport, Qatar Airways is the official sponsor of a number of world-famous



sporting events such as the 2018 FIFA World Cup Russia, 2022 FIFA World Cup Qatar and FIFA Club World Cup by reflection of the values of sport. It's a way to bring people together.

Currently, Qatar Airways operates by more than 200 state-of-the-art aircraft via central hubs like Hamad International Airport (HIA). Last month, they launched the new Airbus A350-1000, the official launch to passengers worldwide. In addition, they are expanding our global network. They are increasing the frequency and we are working on other investments that will give them good returns. And recently, Airbus has delivered its first A350-1000 to Qatar Airways, the plane will be the first commercial flight between Doha and London. It has the longest fuselage in the A350 family and can fly farther. Its predecessors are the A350-800 and A350-900 models. The features of this aircraft are improved wings. Improved performance and at the same time, the A350-1000 is the first aircraft to feature the industry-leading Q-Suite (business class) in passenger comfort and an additional 42 aircraft were ordered. (qatarairways.com)

SWOT Analysis of Qatar Airways business plan

Strengths

1. Qatar Airways is officially sponsored by the Government of Qatar.
2. Qatar Airways has stations in more than 100 countries and serves more than 150 destinations.
3. Qatar Airways has more than 100 aircraft, which are new and modern.
4. Qatar Airways has received awards from many organizations. It is also a five-star airline.
5. Qatar Airways pays attention to marketing and sponsorship to increase awareness of the airline's image.

Weaknesses

1. Accidents that happened sometimes affect their image.
2. Qatar is a small country and therefore has little impact on market growth.
3. There are many employees, so they are not able to take care and control thoroughly. As a result, there are lack of the standards and quality of operations in some lines of work as set by the organization.

Opportunities

1. Creating a marketing image can increase more confidence for customers.
2. Adding new destinations around the world can increase your business. and also make it interesting for tourists
3. Promotion of less price of tickets and convenient of distribution channels.

Threats

1. The increasing competition of other airlines may affect Qatar Airways' revenues.
2. An increase in fuel prices will affect operations.
3. Unfavorable situations due to government policies and regulations
4. The Qatar crisis situation in which some Middle Eastern nations cut off relations

TOWS Matrix Analysis of Qatar Airways business plan



After analyzing Qatar Airways by using a SWOT Analysis to reveal Strengths Weaknesses from the internal environment, Opportunities and Threats from the external environment were seen. All the analyzed data will be analyzed in a correlation model using the TOWS Matrix strategy to demonstrate the assessment direction and set the strategy of Qatar Airways as follows

SO Strategy

Since Qatar Airways is officially supported by the Qatar government, it can increase market image and trust among customers. Qatar Airways also serves more than 150 destinations, thus increasing other business areas and it also makes it an interesting option for tourists to travel.

ST Strategy

Due to the increase in oil prices and competition from other airlines, as well as the Qatar crisis situation, where some Middle Eastern nations cut off relations. This could cause Qatar Airways to shake or shut down. But it's also good that Qatar Airways is a national airline. officially supported by the Qatari government As a result, Qatar Airways has gone through various crises. This could cause Qatar Airways to become unstable or shut down. But there is luckily that Qatar Airways is a national airline which officially supported by the Qatar government. As a result, Qatar Airways has gone through various crises.

WO Strategy

Due to accidents that happened in the past sometimes resulted in a bad image Qatar Airways is aiming to create a good image and marketing image to increase more trust for customers and travelers. By adding new destinations around the world to give travelers more confidence. There are also promotions for cheap tickets and convenient distribution channels to attract customers to use the service of Qatar Airways as well.

WT Strategy

Although Qatar Airways has been affected by accidents that have happened in the past, sometimes causing a bad image. The increasing of other airlines competition and the Qatar crisis situation where some Middle Eastern nations cut off relation. Therefore, the market growth is quite difficult and decrease the confidence from travelers. Qatar Airways is committed to improving service, safety and good image for the airline to make travelers turn back to trust and use the service again.

Conclusion

The more intense competition in the aviation business will have a positive impact on airline customers in terms of prices are likely to be cheaper and the services of the airlines are likely to improve. As a result, air ticket prices tend to be cheaper. This allows people to use the airline service and have more alternative airlines. In addition to the impact on the price, the service of the airline itself whether it's quality credibility and the safety of ground services or even those on board aircraft will have a better trend to create a good image for airline users and maintain the ability to compete with competitors that will be more in the future.

Therefore, it can be concluded that Qatar Airways are ready in various fields to support customers in a full range of services, aircraft, flight routes, and also the uniform of all staff



impresses to the customer. Qatar Airways has also received numerous awards as a testament to its efficiency and is regarded as one of the world's leading airlines.

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