

Analysis of Marketing Environment of Virgin Australia



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ANALYSIS OF MARKETING ENVIRONMENT OF VIRGIN AUSTRALIA



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Grin Verlag Gmbh Jul 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: -, University of New England, course: Marketing Management, language: English, abstract: The purpose of this report is to analyse the current market environment of Australian airline industry in which Virgin Australia operates. Throughout the last decade, the domestic airline industry in Australia is characterised by relatively flat growth, low profit margins and financial pressure and stiff competition. High entry barrier exists in the industry with soaring competition among the existing players. Even though the threat of substitutes is low, the overall situation is further worsened by high buyer and supplier bargaining power. Qantas, Jetstar and Tiger Airways are the three major players of the industry with Virgin Australia being the second largest domestic airline. While Qantas focuses its strategy towards high-end business class and corporate customers, Jetstar and Virgin compete for the rest of the market segments. Except Tiger Airways all three companies have shown positive financial performance over their operating cycles. Virgin Australia has strong brand value and image because of its innovative ideas and creative thinking. It operates a rapidly growing fleet primarily consists of Boeings and Airbuses. The low average fleet age helps the company to reduce maintenance cost of the aircrafts. Financial performance of the company was not so promising in the year 2011 because of rising fuel price, high value of Australian dollar and environmental disaster. However, the company has been successful over the past years and future outlook is promising. However, the company has failed to attract corporate customers because of over reliance on leisure market. Moreover, because of fuel market...



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