

EMIRATES AIRLINES

MISSION, VISION AND POSITION:

Mission statement: While increasing profit margins is a priority for Emirates, meeting customer expectations while maintaining the foremost norms of quality—rather than quantity—in all aspects of the company's operations is the company's long-term and immediate goal (Sharaaz, 2016), to contribute to Dubai's success as a tourism center and contemporary a global company city with outstanding levels of healthcare, education, and leisure activities, and to establish Dubai's Airport City as the twenty-first century's primary international aviation centre (Derudder and Witlox, 2016)(Salim and Dabous, 2022). Emirate was made possible by the open-skies policy in Dubai, to develop in line with the significance of competition. The Emirates Group's fundamental to company performance and expanding service of high-quality individuals to join the culturally diverse workforce of over 161 countries, and also proposals opportunities for professional growth to assist employees acquire new skills and effectively advance their careers (Nataraja and Al-Aali, 2011).

Vision statement: Emirates airlines vision is to help Dubai become a thriving tourist destination and a cutting-edge, international metropolis with top-notch leisure, healthcare, and education offerings; to establish Dubai Airport metropolis as the new centre for international aviation in the twenty-first century (Derudder and Witlox, 2016). Due to the open skies policy in Dubai, Emirates—which is fully owned by the Dubai government—was able to expand as the significance of competition increased. The Emirates Group provides opportunities for career development to assist workers in acquiring new skills and effectively advance in their careers. It is essential to the company's continued success to hire top talent to join its diverse workforce of over 161 countries. While Emirates has its sights on exploiting profit limits, Emirates' mission for the near and long term was to meet the demands of its consumers profitably

Position statement: Dubai has built a reputation for itself as a sun, beach, and sea destination. To further enhance visitors' favourable perceptions, it also offers safety and shopping. Emirate Airlines has significantly improved Dubai's marketing as a travel destination. It is equally well-liked by passengers and admired by rivals. Branding is the tactic used by companies to bolster, protect, and set themselves apart from rivals. However, brand images take time to develop; they need to be consistently worked on from many angles over an extended period of time. The concept

of brand management is becoming more and more popular these days, as well as the various demands of global advertising tactics among firms from all industries (Al Saed et al., 2020).

Conclusion: Emirates aims to increase profit margins while maintaining quality standards in all operations. The company aims to make Dubai a thriving tourist destination and a global business city with top-notch leisure, healthcare, and education offerings. Emirate Airlines has improved Dubai's reputation as a travel destination and brand management.

EXTERNAL ANALYSIS:

The PESTLE Analysis looks at all facets of the Emirate Airlines, including the political, economic, social, technological, legal, and environmental ones. The external setting of Emirate Airline validates that this airline sector is at a mature stage with a moderate rate of extension. As a result, the industry's rivalry has augmented. A few elements have a direct influence on the industry's expansion and growth. The negotiating power of suppliers and buyers, as well as the level of rivalry, are two major determinants. Because of various restrictions in this business, newcomers are not a danger. Other elements like as the economy, social, and technological issues influence the sector by influencing the flow of travelers into the industry. Emirate Airline bears a moral and ethical obligation to make sure that it supports the citizens of the community within which it operates fairly (Skrbis and Woodward, 2013).

The firm strives to preserve a positive reputation and partnerships with the community. The Dubai government's rules and regulations regulate the firm. Emirates Airline, a prominent industry player, being one of the world's major airlines, has an economy that is secure that has benefited from technology advancement. It has an established system for information technology that assists in all aspects of the airline's actions. The worldwide financial crisis of 2009 situate the aviation sector in jeopardy. ITAT reports that the aviation industry's revenue fell by 15percent due to the global financial crisis, with a fall of 8% in passenger demand and a 17percent fall in freight traffic (Pearce, 2012).

Three issues are at stake. First, fuel prices are too high, and second, airlines are not reacting quickly enough to changes in demand. Finally, the prospect of terrorism has produced a drop in passenger demand. Such include the Iraq war and the SARS pandemic. However, Dubai's GDP growth rate remained positive at that time. That doesn't imply that their financial situation is still solid. As a

result, the uncertain economic time, such as high fuel costs could have a significant influence on the Emirates Airline market (Fedorik, 2021).

Because an analysis using PESTLE concentrates on the external analysis while doing an analysis and delivers an overview of the many components of the macroenvironment that the organisation must consider, a PESTLE assessment has been conducted on Emirate. It is a valuable tactical implement for determining market expansion or decrease business role, possibility, and strategy for operations (Nataraja and Al-Aali, 2011).

Conclusion: Emirate Airline's external environment indicates a mature airline sector with moderate expansion, influenced by factors like supplier and buyer bargaining power, competition, economy, social, and technological issues. The company maintains a positive reputation and partnerships with the community, while adhering to Dubai government regulations.

INTERNAL ANALYSIS:

To evaluate the internal analysis, a SWOT analysis is used to assess a project's or company's strengths, opportunities, weaknesses and threats.

Emirates Airlines is a well-known brand around the globe because of its excellent service, opulent amenities, and intensive marketing campaigns. With more than 150 destinations spread across six continents, the airline's extensive route network enables it to cater to a diverse clientele and capitalise on the global travel demand. Emirates Airlines flies a fleet of contemporary, fuelefficient wide-body aircraft, mostly Airbus A380s and Boeing 777s, which are well-known for their fuel economy. The airline's in-flight experience is well recognized for its outstanding features and services, and its interactive entertainment system has won several awards for its wide range of films, television series, songs, and interactive features (Arif, 2009). It also has robust financial support, which makes large expenditures in route growth, fleet modernization, and service improvements possible. With Dubai International Airport as its strategic base, Emirates Airlines is ideally situated to facilitate travel between the EU, Asia, Africa, the Middle East, and the Americas. The airline maintains high service standards and operational efficiency via the use of a diversified and talented workforce, which includes seasoned pilots, cabin crews, and ground personnel. The airline has expanded its global reach and improved its route network by forming codeshare agreements and strategic alliances with other airlines globally (Prabhakar, SV, 2018).

Nevertheless, Emirates Airlines has drawbacks like reliance on a single hub, a strong reliance on premium travel, a small presence in the cheap market, volatility in fuel prices, fleet consistency geopolitical risks, fierce competition, labor relations issues, environmental concerns, and exchange rate swings. The airline's profitability, pricing power, and market position may all be impacted by these variables (Rachot Smuthkochorn, 2017).

Expanding into emerging markets, bolstering its position in the low-cost market, introducing various aircraft types, investing in environmentally friendly aviation technologies, improving digital capabilities, personalizing services, fortifying alliances, and partnerships, growing cargo operations, emphasising regional connectivity, and capitalising on tourism growth are just a few of the opportunities Emirates Airlines has to grow both its network of flights and customer base.

Threats to Emirates Airlines, however, include fierce competition from low-cost and full-service airlines, economic downturns brought on by Middle East geopolitical unrest, growing regulatory pressure to lessen environmental impact, volatility in fuel prices, pandemics and disease outbreaks, technological disruptions, cybersecurity hazards, currency fluctuations, labor disputes, and workforce management (Prabhakar, SV, 2018).

Conclusion: Emirates Airlines, known for its excellent service and extensive route network, has a strong financial support and a diverse workforce. However, it faces challenges like reliance on a single hub, premium travel, and competition. Opportunities include expanding into emerging markets, investing in environmentally friendly aviation technologies, and leveraging tourism growth. Threats include competition, economic downturns, and regulatory pressure.

PRODUCT OR SERVICE LIFESTYLE AND VALUE CHAIN:

The airline sector is seeing significant competition and rapid expansion of sales as it enters the mature stage of the product life cycle. There is more competition, which means there are more marketing and promotion initiatives. Businesses hope to set themselves apart by encouraging more brand loyalty from their clientele. Profit margins shrink as operational costs do, and the least productive businesses find it harder to compete (P. Malaval and J. Aflalo, 2014).

Emirates Airlines provides services in a number of areas, such as operations, outward logistics, and inbound logistics. With Emirates Terminal 3, the second-largest structure in the world, and a new concourse for huge Airbus flights, the firm is well-represented at Dubai International Airport.

The business also prioritises controlling yields and lowering supply-side reliance. In order to enhance the passenger experience, Emirates Airlines has built a robust web-based service offering. This includes automated duties for luggage processing, pushback at the airport, waiting and boarding, service desk, and checking-in. The firm offers ten unique cargo destinations through its outbound services, which include Emirates SkyCargo and Emirates Executive (Jack W. Plunkett, 2010).

Emirates Airlines utilises the tagline "Fly Emirates" to promote its comfort, speed, and safety to the general public. The business uses prominent billboards and media advertising as part of a potent marketing plan. Leading sports and athletic leagues are sponsored by the firm as well, especially in European football competitions like the English Premier League. Emirates carriers is able to set cheaper costs than the majority of European and American carriers because of its international rewards program and clever pricing strategy. Emirates Hotel chains, Emirate Lounges, Sky Wards, ICE, and 24-hour Prior Check-in Service are all part of the company's service offering (P. Malaval and J. Aflalo, 2014). The government has provided Emirate Airlines with funding, infrastructure, and free taxes for operations through official sponsorship. The airline offers performance-based programmes to its highly skilled staff at Emirates Aviation College (Redpath et al., 2017). Emirates Airlines also has an internal research centre, engineering centre, and computer reservation system. The firm also includes a flight scheduling system and an in-flight entertainment system. Catering products and services, fuel dealing, inventory oversight, and food and beverages for passengers at the airport and on flights are all included in the procurement system. Emirate Airlines has benefited from these support services (Wittmer and Roland Muller, 2008), which have increased its customer base and improved overall operations.

Conclusion: The airline sector is experiencing increased competition and sales growth, leading to increased marketing and promotion initiatives. Emirates Airlines, a prominent player in the industry, offers services in operations, outward logistics, and inbound logistics. The company prioritizes controlling yields and reducing supply-side reliance, offering unique cargo destinations, and utilizing the tagline "Fly Emirates" to promote comfort, speed, and safety.

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