Analysis of Marketing Environment of Virgin Australia

By Yasir Farabi

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...

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