

How should EasyJet manage the declining markets?



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Reviews

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(Prof. Aisha Mosciski PhD)

HOW SHOULD EASYJET MANAGE THE DECLINING MARKETS?



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Grin Verlag Apr 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Titel. - Scholarly Research Paper from the year 2012 in the subject Business economics - Business Management, Corporate Governance, printed single-sided, grade: A, Oxford University, language: English, comment: Very good , abstract: The aim of this report is to provide a fair understanding on the Integrated Management Project (IMP) theories. The key aspiration of this study is to make a fair review of requirement of strategy within an organization. IMP is the integration of the critical requirements of a business to run efficiently and successfully. It requires various theories, strategies and techniques which can help the organization to work efficiently and prosper in future. The report has been divided into three sections. The first section of the report portrays the company analysis of the firm, EasyJet airlines. The firm has been proven very successful with its unique approach and customer oriented services. But due to various reasons, its main market segment, Europe, appears to be saturated with the low-cost airlines of similar nature. The first section reflects the face of the airline industry with the introduction to EasyJet. This firm comes in the top ranks of the European low-cost airline market, but still faces the risk its market being declining. This section shows various aspects which EasyJet holds as assets and how it achieved its success. Furthermore, the report discusses the various strategies EasyJet has adopted and various more which the firm needs to adopt and take care of in order to recollect and enhance its massive brand image. The second section reviews the critical strategic theories which can be very important and beneficial for an organization like EasyJet. It has been discussed thoroughly with a view to analyze the theoretical...



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