Air Asia

Parent Company

Tune Group / Tony Fernandes

Category

International

Sector

Airlines

Tagline/ Slogan

Now Everyone Can Fly

USP

Lowest Price

STP

Segment

Budget

Target Group

Middle Class and Lower Middle Class

Positioning

Low Cost No Frills

SWOT

Strengths

1. Strong Promoter
2. Well established LCC operating out of South East Asia

3. It has operations in over 25 countries and over 400 international and national destinations

4. It has subsidiaries in Indonesia, Thai, Phillipines, Japan

5.It has a fleet size of nearly 300 aircrafts

Weaknesses

1.Not on too many routes as compared to market leaders
2.Stiff competition in its sector

Opportunities

1. The increasing traffic from India and Indians prefer budget airlines as they are cost conscious
2. Has Positioned itself as the major LCC in SE Asia

Threats

1. Rising Fuel Costs
2. Rising Labour Costs
3. Rise of Other LCCs in Market

Competition

Competitors

1.Jetstar Airways
2.SilkAir
3.Tiger Airways