



Virgin Australia: Situation analysis of the 'Game Change' strategic plan

By Kok Meng Chan

Grin Verlag GmbH Sep 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Master's Thesis from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: 75%, University of Newcastle, course: Marketing management and planning, language: English, abstract: This situational analytical approach on Virgin Australia domestic business class product and its ambitious Game Change strategic plan elicit a comprehensive descriptive research data of the product, distribution, competition, target market and macro environmental situations which are exploited with SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis. The objectives draw out three main marketing issues- cost control, improvement to competitive advantage without lowering pricing alone and strengthening its position as a full service carrier. Those factors that affect the product's performance can then generate new insights and strategies about the product sustainability in the dynamic characteristics of demand and the proliferation of the airline market segments. The essence of the Game Change strategic plan involves activities that are different from the incumbent airline. This differentiation is important in order to knockout its competitive advantage over rivals. Virgin must compete using its valuable tools...



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