



British Airways Business Model. A Short Overview

By Anonym

GRIN Verlag GmbH Jun 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2015 in the subject Tourism, language: English, abstract: British Airways is UK's largest international scheduled airline in terms of fleet sizes with an operating profit of Pds. 975 million in 2014 and around 40,000 employees . It flies to more than 170 destinations in almost 80 countries. It is also the fifth largest international cargo airline carrying almost a million tons of mail, freight and courier shipments annually. Furthermore, the airline offers a range of ancillary services including aircraft and maintenance, training and ground handling. It is also a founding member of Oneworld, the third largest airline alliance. Furthermore, BA is the biggest holder of slots at Heathrow airport, which is Britain's most important airline hub. Ever since the airline was privatized in 1987 it grew to become one of the global premium airlines. At the core of the brand lies the motto 'To Fly. To Serve.' 'Always putting you at the heart of everything we engineer, innovate and pioneer. Today and tomorrow'. The airline is also known to be a...



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