**SWOT Analysis of British Airways** with USP, Competition, STP (Segmentation, Targeting, Positioning) - Marketing Analysis

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| **British Airways** | |
| **Tagline/ Slogan** | To fly. To serve. The world's favourite airline |
| **USP** | Premium Airline, Upper Middle Class, Middle Class |
| **STP** | |
| **Segment** | Passengers Preferring Comfort / reliability |
| **Target Group** | Corporates / Upper Middle Class / Middle Class |
| **Positioning** | Premium |
| **SWOT** | |
| **Strengths** | 1. Strong Backing of UK Government 2. Strong Hub in UK  3. Strong brand presence and excellent global presence  4. It has a fleet size of over 260 aircrafts  5. It has nearly 150 international destinations across 6 continents |
| **Weaknesses** | 1. Severe Competition from Cash Rich Middle Eastern Airlines  2. Intense competition means limited market share |
| **Opportunities** | 1. The Heathrow Terminal is a major hub across the world and it has a major presence here  2.Expanding its global operations |
| **Threats** | 1. Rising Fuel Costs 2. Rising Labour Costs 3. Increasing Competition in European Market |
| **Competition** | |
| **Competitors** | [Virgin Airlines](http://www.mbaskool.com/brandguide/airlines/533-virgin-atlantic.html)  British Midland  [Lufthansa](http://www.mbaskool.com/brandguide/airlines/4266-lufthansa.html)  [Emirates](http://www.mbaskool.com/brandguide/airlines/534-emirates.html)  [Jet Airways](http://www.mbaskool.com/brandguide/airlines/437-jet-airways.html) |