Marketing

Marketing Environment
Uneasy Jets?: A PEST analysis for the airline industry

Read the articles on the website, then complete the following three exercises:

1. PEST Analysis

Once you have identified the environmental issues affecting the airline industry, complete a PEST analysis by deciding which part of the environment they are affecting. Doing so will enable you to place an issue in the appropriate section in the grid (ie. political, economic, social and technological).

Political Environment	Economic Environment
Social Environment	**Technological Environment**

2. Implications

Decide which issues have short term implications and which ones have long term implications. You might want to prioritise issues based on their level of importance.

3. Threats and Opportunities

Based on your environmental analysis discuss potential threats and opportunities for a new player in the airline industry.