British Airways plc: Corporate Analysis

Description: This company profile is a premium company information product offering an unmatched depth and breadth of content. It analyzes the strategic positioning of the company - how the company has evolved and how it has been performing over the years.

Sectional Highlights

-- Structure of the organization, partnerships, mergers & acquisitions and recent developments have been examined
-- Business segments of the company have been explored along with analysis of key products and services
-- SWOT Analysis highlights the weaknesses of the company and the threats to which it is exposed; the strengths of the company and the way the company has positioned itself to take advantage of the opportunities
-- Business and marketing strategies boosting earnings, brand value and competitive edge have been discussed
-- Key financial indicators have been analyzed
-- Competitive positioning of the company has been evaluated in terms of sales, profitability and stock performance, as compared to its competitors

Key Benefits

-- Provides input for strategic business planning
-- Targets business opportunities & risks
-- Exploits competitive intelligence

Target Audience

-- Investment Managers
-- Venture Capitalists
-- Management Consultants
-- Research Companies
-- Other Industry Professionals

Contents:

1. Company Backgrounder
   1.1 Corporate Overview
   1.2 Key Facts
   1.3 Corporate Timeline

2. Business Focus
   2.1 Major Segments
   2.2 Products & Services

3. Corporate Overview
   3.1 Organizational Structure
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