British Airways Plc: Transport and Logistics - Company Profile and SWOT Report

Description:
"British Airways Plc: Transport and Logistics - Company Profile and SWOT Report" contains in depth information and data about the company and its operations. The profile contains a company overview, key facts, major products and services, SWOT analysis, business description, company history, mergers and acquisitions, recent developments, key employees, company locations and subsidiaries as well as employee biographies.

Summary
This report is a crucial resource for industry executives and anyone looking to access key information about "British Airways Plc".

The report utilizes a wide range of primary and secondary sources, which are analyzed and presented in a consistent and easily accessible format. It strictly follows a standardized research methodology to ensure high levels of data quality and these characteristics guarantee a unique report.

Scope
- Examines and identifies key information and issues about "British Airways Plc". for business intelligence requirements.
- Studies and presents the company's strengths, weaknesses, opportunities (growth potential) and threats (competition). Strategic and operational business information is objectively reported.
- The profile also contains information on business operations, company history, major products and services, key employees, and locations and subsidiaries.

Reasons To Buy
- Quickly enhance your understanding of "British Airways Plc".
- Gain insight into the marketplace and a better understanding of internal and external factors which could impact the industry.
- Increase business/sales activities by understanding your competitors' businesses better.
- Recognize potential partnerships and suppliers.

Key Highlights
British Airways Plc (British Airways) is a full service premium airline with a global route network flying to approximately 400 destinations worldwide. Its offerings include scheduled passenger services and air cargo transportation. The company carried over 37 million passengers and 788,000 tonnes of cargo in 2012. British Airways operates a fleet of 273 aircraft including two Airbus A318, 44 Airbus A319, 48 Airbus A320, 18 Airbus A321, 19 Boeing 737s, 52 Boeing 747s, three Boeing 757s, 21 Boeing 767s, 46 Boeing 777s, 52 Boeing 777s, six Embraer E170 and eight Embraer E190. In addition, it offers ancillary services, aircraft financing, aircraft maintenance, airline marketing, package holidays and insurance services. The company operates extensive international scheduled airline route networks in association with its joint business agreement, code share and franchise partners. British Airways operates as a subsidiary of International Airlines Group (IAG) and is headquartered in Harmondsworth, the UK.

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