AirAsia Airline

Student's Name

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Date

**AirAsia**

This airline has two primary customers; business people and the young searching a cheap transport to their destination. AirAsia provides safe and comfortable travel for its customers. The airline has come up with a way of making its cost affordable for everyone through the three generic strategies (Wu, Heiets, & Shvindina, 2020). It uses a cost leadership strategy to reduce its operation cost, hence low cost for traveling. Most airlines are expensive because they use a lot of capital to make their customers comfortable. In this case, they end up charging more for the same services offered by low-cost airlines such as AirAsia. The cost leadership strategy helps reduce most of the costs related to the aircraft expenses, such as fuel and labor. This way, the airlines achieve a competitive advantage over other airlines through the value chain. The low-cost strategy helps add the value of the services offered at a reasonable cost.

The airline also uses advertisements and promotions to attract customers worldwide. The company offers free tickets and accommodation at a discount as a promotion. With these promotions, the company attracts many customers requiring its services. The airline also uses the slogan of now everyone can fly' in its marketing strategy (Wu, Heiets, & Shvindina, 2020). Most airlines are expensive because they use a lot of capital to make their customers comfortable. In this case, they end up charging more for the same services offered by low-cost airlines such as AirAsia. This way, many people are aware of the services of the airline and its promotion benefits. This strategy is complicated for other airlines since they do not fit their cost. To reduce cost and maintain safe and comfortable travels is a risky strategy that other airlines are not ready to use. Using the airline's many customers, it can compete in the long haul air transport successfully

References

Wu, C. Y., Heiets, I., & Shvindina, H. O. (2020). Business Model Management of Low-Cost: in

a Search for Impact-Factors of Performance (Case of AirAsia Group Airlines).