

Corporate Strategies, Strategic Options and Integration: Empirical Study on Emirates Airline

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The airline industry is considered rather unattractive, particularly due to the fact that the large threat of buyers and the rigorous competition within the industry. The purpose of the study is to pinpoint the possible corporate strategies, strategic options and integration of Airline industry. This study was conducted by examining ten Emirates Airlines carrying the most passengers on international flights plus Qatar Airways, Etihad Airways and Singapore Airlines. As the outcome of the study, it was found that Emirates locked itself into a growth strategy and struggled to expand the potential market share in order to survive in industry. Hence, Emirates was established itself over sustainable competitive advantage with the use of its Dubai mega-hub by limiting the growth potential, since it suffered from congestion and improbable attractive markets in the airline industry.

Keywords: Corporate Strategy, Strategic Options, Integration, Competitive advantage, Airline Industry

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