

Sri Lankan Airline

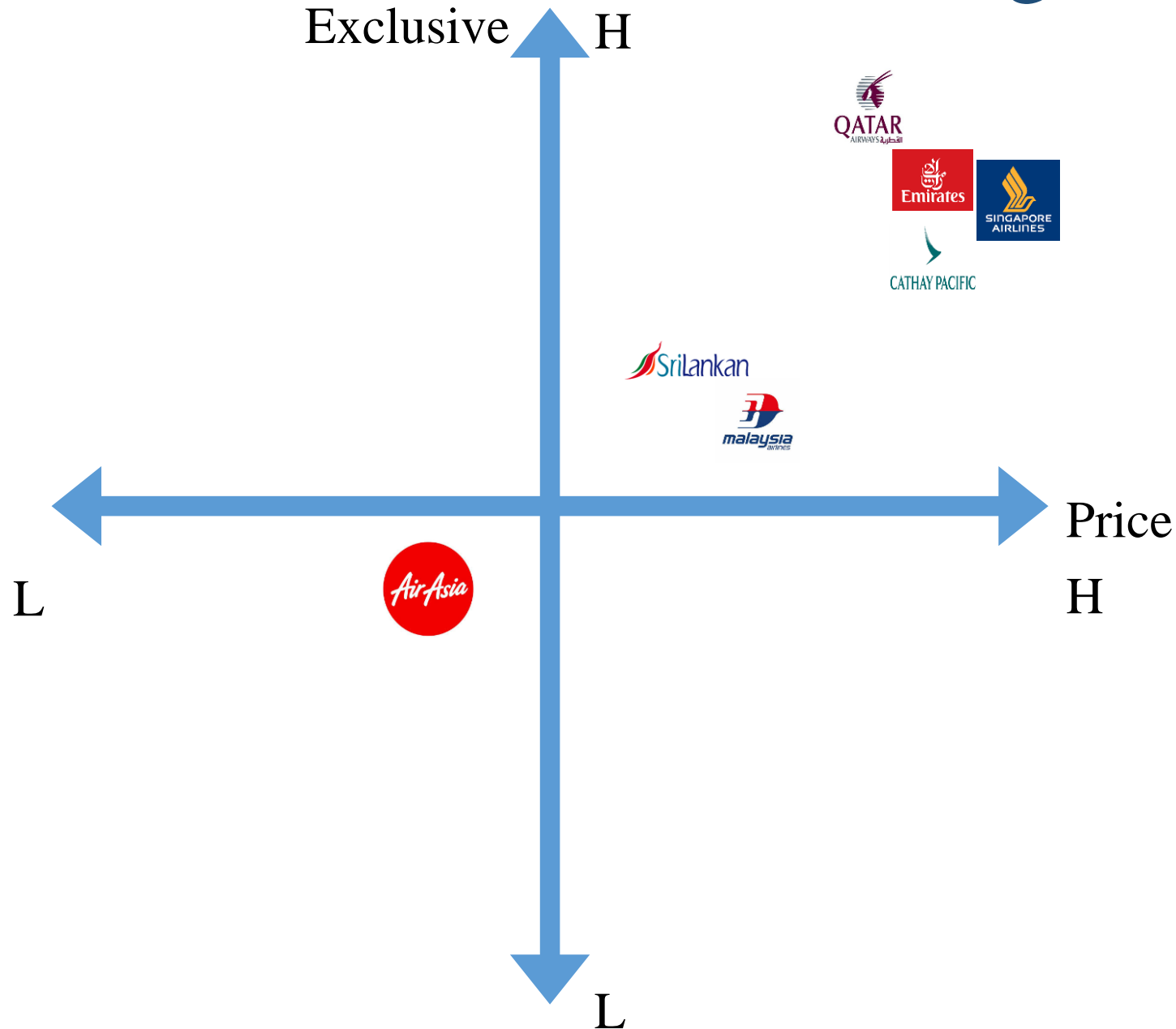
INTERNAL ASSESSMENT

SWOT Analysis

Distinctive competencies

- Reputed Brand name
- Traditional market share
- Increase of business travelers in Sri Lanka.
- Improve efficiency of the operation due to airport development project.

Positioning Map



According to Porter's generic strategy
Sri Lankan Airline currently follows "Best cost strategy" by **providing high standard service for affordable price.**

Marketing Mix - 4Ps

- **Products**

Sri Lankan airline identified the expectations and values of the customers and offer the best high standard service to the customers .

Cabin services, Cargo services, Catering services etc.

Destinations – Middle East, Europe, South Asia, Far East, Australia, USA and Canada

- **Price**

High price for business class and low price for economy.

Discounts for Middle east, South Asia and Far East.

- **Place**

Bandaranayaka International Airport at Katunayaka.

Mattala Rajapaksha International Airport.

Island wide ticketing offices

- **Promotion**

Advertising – websites, magazine, news papers

Travel agent promotion – 70% of sales are done by domestic ticketing offices.

Sponsorships – sponsoring sports and traditional events.

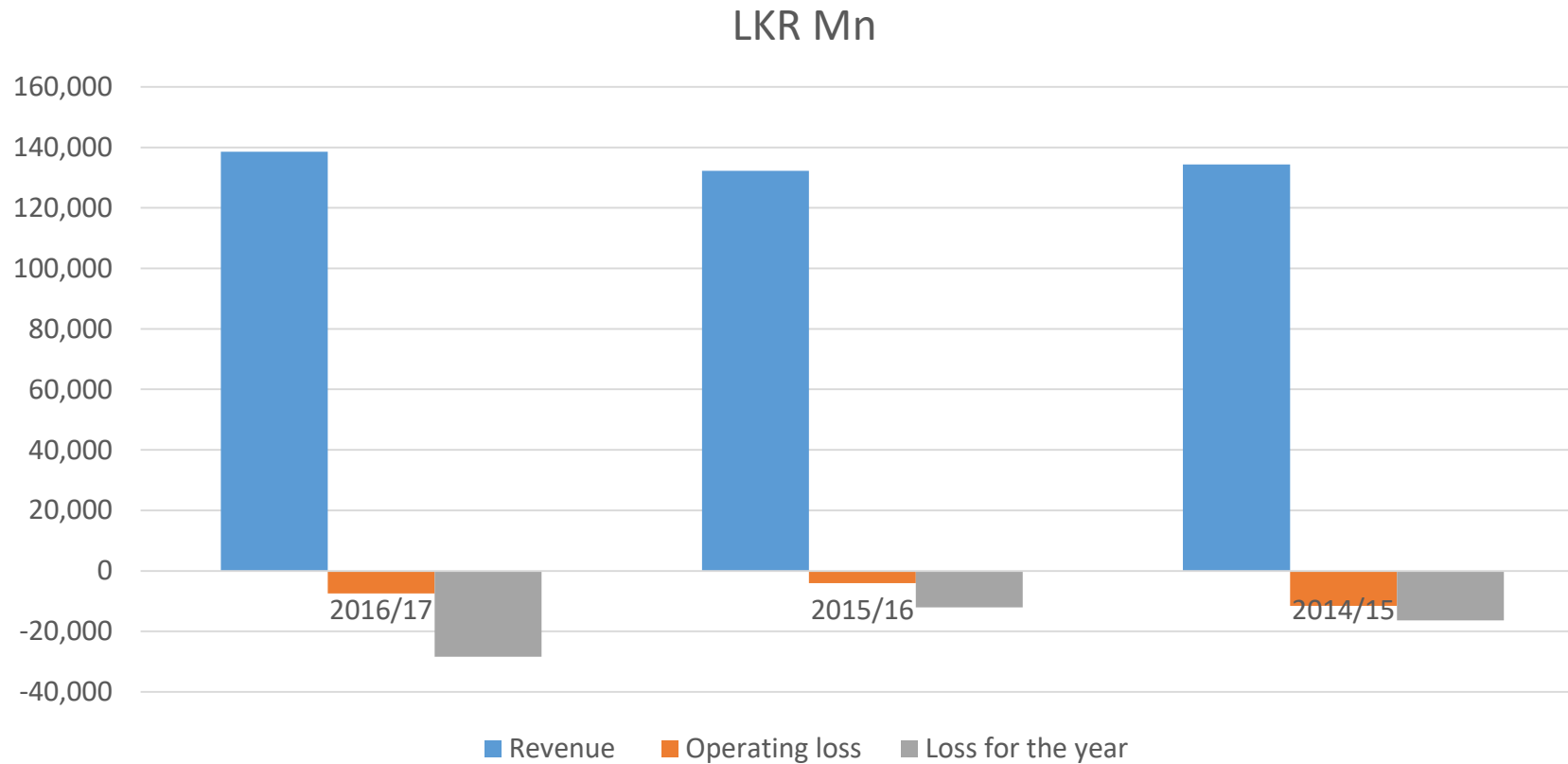
Exhibition and trade shows – Participating in worlds travel exhibitions and fairs

Current strategy – Ansoff Matrix

<p>Market penetration</p> <ul style="list-style-type: none">▪ Introduce membership card for passenger . (Blue, Silver, Gold)	<p>Product development</p> <ul style="list-style-type: none">▪ Brought new air craft (320 neo)▪ The business lounge called “ Serendib Lounge” with capacity for 150 passenger.▪ Promoting MICE tourism
<p>Market development</p> <ul style="list-style-type: none">▪ Enter to new market in China, Russia <p>Airline fly some destinations directly and fly some destinations with partnership.</p>	<p>Diversification</p> <p>not practicing</p>

Financial performance

LKR Mn	2016/17	2015/16	2014/15
Revenue	138,563	132,198	134,316
Operating Loss	(7,489)	(4,029)	(11,577)
Loss for the year	(28,339)	(12,083)	(16,329)



Identified Issues

- Sri Lankan Airline continuously making losses.
- Need to pay huge compensation for cancellation of air craft lease agreements.
- Surplus of employees in Sri Lankan Airline