

Session 05.

Southwest Airlines 1993 (F, February 11).

Discussion Questions

1. What are the needs of customers with respect to air travel? Which customers?
2. How does Southwest Airlines fulfill those customer needs?
3. What are Southwest Airlines advantages? What is their “formula?”
4. Why don't all airlines adopt the Southwest Airlines formula?
5. What is the best expansion option for Southwest Airlines? Why?

Case Reading

Southwest Airlines: 1993 (A) (9-694-023)

Assignment Due

One of four assignments eligible for a case report.