

1. Discuss the basis of Southwest's competitive advantage and the potential challenges to its strategy.

The battle for presence in the beginning years attempted to the benefit of the organization, as the battle made the esprit de corps for which the carrier turned out to be so notable. The employees were caught up in fighting for the "SWA cause" that created "the warrior mentality, the very fight to survive," according to Colleen Barrett, who became the president and chief operating officer of SWA in 2001. It picked less famous, less clogged air terminals to accomplish speedier turnarounds. Further, its tasks incorporated no dinners, no stuff moves, no allocated seating, and just peanuts as tidbits. Every one of these approaches added to bringing down the turnaround times at entryways to guarantee opportune flights and increment airplane usage. By utilizing this unique attributes we can see how this airline has survived the economy for over 44 years and this shows a great leadership behind this company.

2. What internal resources and assets does Southwest have that may give it a competitive advantage?

The aircraft employ just those individuals who are a correct fit mentally also right fit to the carrier's way of life. The way of life is focused on group building and broadly educating is accomplished for a large portion of the workers.

3. What are key forces in the general and industry environments that affect Southwest's choice of strategy?

Since they are a low cost company we can expect that any costs that are not essential can be a force against the company success, the increase on miles per gas is affecting them, and the incentives to its employees, but this doesn't really mean that they will always be negative forces since this incentives can help employees work better, and the intensified competition in their target market.

4. What growth strategies might Southwest pursue?

They might pursue going internationally trying to go into countries like aruba, jamaica and nearby islands, they already dominate the national markets in most states., maybe trying to dominate every single state possible, they have to add some more gates in order to expand, and add more flights to their schedule.

5. Assess the effectiveness of Southwest Airlines' leadership, and the use of strategic controls.

What I for one accept is that southwest carriers is driving very well and has set its foot well in the aircrafts business.

Authority isn't a position at Southwest, it accepts that the representative coordination and hard work takes any organization to a position where it can say that it is driving. It considers its representatives not as 9 to 5 laborers but as investors who decide the achievement of the organization and this considering southwest makes the workers to give their 100% to the carrier firm. They need to take the organization to a consistent pace of developing.