

## **How to stay competitive and profitable in the face of the global changes impacting recent demand patterns: Case Study Analysis of Lufthansa Airlines**

### 1. Introduction

- a. **Research Aim** - The aim of this research is to analyse and evaluate the impacts of the global changes on the demand pattern in the European Aviation Industry and to come up with a relative case study analysis on Lufthansa Airlines on how to stay competitive and profitable in such a scenario.
- b. **Research Question** - The basic research question for this dissertation is: ‘What are the key strategies that Lufthansa Airlines endorse to stay competitive and profitable in the European Aviation Industry?’ The other research question focuses upon ‘different types of demand patterns that exist in current economic and global scenario/changes and Lufthansa’s response to it’.

### 2. Literature Review

The literature review will focus upon gathering the secondary data for case study analysis which would include various academic and commercial sources that could be characterised as multiple data sources. Multiple data sources are further classified as area based data and time series based data.

#### *2.1 Area Based*

- Introduction to consumer demand patterns in Europe which Lufthansa Airlines targets
- Factors affecting these consumer demand patterns
- Changes in demand: characteristics, segments within the consumer market and relative consumer behaviour
- Global changes and their impact on Lufthansa Airlines strategies

## Dissertation Topic

### *2.2 Time Series Based*

#### a) Commercial Topics

- How Lufthansa aims to stay competitive in the industry given the current targeted consumer segment's behaviour
- Strategies implemented and strategic initiative undertaken by Lufthansa to combat the impact of global changes on aviation industry
- Profitability measures for Lufthansa Passage in a globalised situation like today

Contemporary information on the suggested data topics is provided by the commercial data sources.

#### b) Commercial Sources

- Commercial and government reports
- Online newspapers and magazines

## 3. Research Methodology

### *3.1 Philosophy for research and relative approach*

'Interpretivism' philosophy would be used to carry out the present case-study analysis. The 'interpretivism' methodology helps in identifying the new research contexts both commercially and academically. The base of this research lies upon the given topic's complexities with primary focus upon the inductive approach's application to reveal different perspectives on critical findings and their interpretations thereof.

### *3.2 Strategies and Methods for conducting the research*

The conduct of the present research is based upon the application of case study which encompasses the entire data collection strategies. The researcher applies an inductive approach in this dissertation for structuring the findings of this research and thereby establishes various theoretical assumptions.

## 4. Dissertation's findings

## Dissertation Topic

The data gathered for case study and the general literature review build to confirm the findings of this dissertation wherein the researcher presents the case study analysis as well as literary findings:

### *4.1 Case-Studies Analysis (Qualitative Analysis)*

- Case study's analytical induction
- Narrative Analysis of the researched case -study

### 5. Discussion of the findings / Presenting the overall conclusion

This research identifies the impact of global changes on the demand patterns of the consumer segment Lufthansa targets. This research also illustrates the affect of these patterns on competitiveness and profitability of Lufthansa Passage Airlines. With respect to the conducted research, the dissertation presents a different set of contextual/academic perspectives. These can be helpful to understand the strategies of a major European Airline (Lufthansa) and provide valuable insights to approach the pro-active measures to maintain its competitiveness and increase the profitability in the globalised economy.