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In April 1986, the Ryan brothers announce that their fledgling Irish airline Ryanair will soon commence service between Dublin and London. For the first time, Ryanair will face formidable competitors such as Aer Lingus and British Airways on a major route. Students are asked to assess Ryanair's entry and anticipate the response of incumbent carriers.

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1. What is your assessment of Ryanair's launch strategy? Ryan brothers took account about various factors when he launched his company, the key choices from were: first, they chose the most lucrative route possible (at the moment one of the most lucrative routes for their competitors), and with a potential growth if they can attract [...]

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Retaliation: British Airways SWOT 1. Low-cost pricing (no ticket restrictions) 2. 'Quality' customer service 3. Segmented targeting Weaknesses of Launch Strategy British Competition and Politics Legal Agreements Oil market Globalization Strengths of Launch Strategy Unable to

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Ryanair decided to compete by offering a non-restricted ticket of only £98 that provided first-rate customer service, that required a 1 month advance purchase. Case Analysis of Dogfight over Europe: Ryanair 1. What is your assessment of Ryanair's launch strategy.

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Dogfight over Europe: Ryanair (A) Case Solution. They are expected to become the toughest competitors of the Ryanair after it is launched on the same route as they are government owned company, therefore the losses or decrease in profit would not affect them as much as the others in the industry.

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