**Strengths**

1. Using IT software system to book flights and select seats will become fast and convenient.
2. The airline network is gradually improved.
3. The developed system is more in line with users' usage habits and user management processes.

**Weaknesses**

1. High development and operation cost.
2. There may be problems leading to system crash, so it needs long-term maintenance.
3. For some customers who do not use the Internet before, the system is complicated, troublesome and useless.

**Opportunities**

1. The country's GDP continued to grow.
2. The adjustment of industrial structure improves the technical content of products and the requirements of service quality.
3. Rapid development of logistics industry.
4. In the information era, more and more people use mobile phones and other electronic products.

**Threats**

1. The train speeds up and the service quality is close to that of the aircraft.
2. A nationwide expressway network has been formed
3. Fierce competition among airlines.
4. Customer competitiveness has been enhanced. User demand is gradually increasing and diversified.

**SWOT Analysis**

|  |  |
| --- | --- |
| Strengths Analysis | |
| Advantages of the strategy | How to enhance its advantages |
| * Fast and convenient; * The airline network is gradually improved; * System is more in line with users' usage habits and user management processes. | * Increase advertising; * Increase aviation expansion network; * Continue to improve the system and provide more functions. |

|  |  |
| --- | --- |
| Weaknesses Analysis | |
| Disadvantages of the strategy | How to reduce the impact |
| * High development and operation cost; * Needs long-term maintenance; * System is complicated, troublesome and useless to some customers who do not use the Internet before. | * Strict cost control; * Provide system ordering and optimize services that can be purchased without using the network. |

|  |  |
| --- | --- |
| Opportunities Analysis | |
| Advantages of the strategy | How to enhance its advantages |
| * The country's GDP continued to grow; * Technical content of products and the requirements of service quality has improved; * Rapid development of logistics industry; * More people use electronic products. | * Expand the scale of aircraft, improve the transportation and service capacity and seize the market; * Expand the publicity of system ticket purchase and other functions. |

|  |  |
| --- | --- |
| Threats Analysis | |
| Disadvantages of the strategy | How to deal with these threats |
| * Train speeds up; * A nationwide expressway network has been formed; * Fierce competition among airlines; * Customer competitiveness has been enhanced. | * Price competition, and selectively give up some flights; * Improve service quality, keep costs and increase efficiency; * Unite with other airlines. |

**SWOT Matrix**

|  |  |  |
| --- | --- | --- |
| External environment sadasdInternal  factors  external environment  Internal factors | **Strengths**  1.Using IT software system to book flights and select seats will become fast and convenient.  2.The airline network is gradually improved.  3.The developed system is more in line with users' usage habits and user management processes. | **Weaknesses**  1.High development and operation cost.  2.There may be problems leading to system crash, so it needs long-term maintenance.  3.For some customers who do not use the Internet before, the system is complicated, troublesome and useless. |
| **Opportunities**  1.The country's GDP continued to grow.  2.The adjustment of industrial structure improves the technical content of products and the requirements of service quality.  3.Rapid development of logistics industry.  4.In the information era, more and more people use mobile phones and other electronic products. | SO strategy  1-4: Increase advertising  3-2: Continue to improve the software system to make it easy to use, applicable, easy to maintain, low implementation difficulty, humanized interface and so on | WO strategy  3-4: Provide differentiated services. Adapt to the needs of different groups.  2-2: The system should have strong data integrity to protect users’ personal information. |
| **Threats**  1.The train speeds up and the service quality is close to that of the aircraft.  2.A nationwide expressway network has been formed  3.Fierce competition among airlines.  4.Customer competitiveness has been enhanced. User demand is gradually increasing and diversified. | ST strategy  1-1.2: Increase advertising and provide differentiated services.  2-1.2.3:Continue to improve aviation network coverage and service capacity. | WT strategy  1-3: Reduce costs and improve service quality  3-4: Choose an agile developing approach in order to flexibly adapt to market changes throughout the life cycle of the project. |