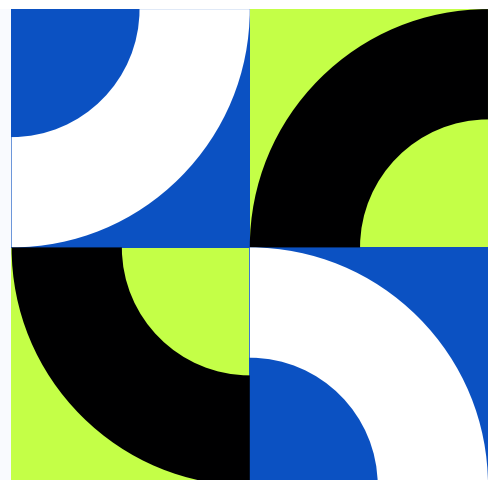


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Topic: How effective has Qatar Airways been in forming a loyal customer base?

Key Concept: Creativity

Introduction

Qatar Airways is a very well-reputed airline (Nukina). It is the flag carrier of Qatar, with the headquarters of the company being in Doha. The airline flies to over 150 locations all over the world and was founded around 29 years ago (Release). The idea behind studying this airline is to see how it has been operating over time and how successful it has been in forming a loyal customer base over time. This is one of the most important things there is to see how marketing efforts can bear fruit in the right way. With an analysis of this in the right way using **creativity** as the base, we can see how Qatar Airways can form a more loyal base. The research question that I aim to answer here is How effective has Qatar Airways been in forming a loyal customer base?

Methodology

This is mainly a secondary research, where the focus is on researching Qatar Airways and all that they do by going through all the available information that it has. For the analysis, three main tools are used, which are SWOT, social media marketing, and Ansoff's matrix. This allows us to better understand what this is all about and how the company can further do things by leveraging its strengths to try and become better at what it does. The main aim of this approach is to analyze things from all angles and try and come up with helpful recommendations. The main limitation is that there is no primary research here. This means that the findings will only be from the research that we do in terms of looking at the already published information on this. The information as part of the secondary research comes mainly through journal articles and websites. All of these are thoroughly cross checked and verified to ensure the authenticity of the information.

Main Results and Findings

The results show that the company already has a few measures in place that are allowing the company to build a more loyal customer base. However, with the recommendations given, the company can find out more about the perceptions that customers have about this and how it is possible to further work on this in the best way and try to come up with something that works well for all. Apart from that, the results also show that further **creativity** can ensure that a very loyal base is formed. Social media marketing is all about showing **creativity** in one way or the other, which is rather beneficial for the company.

Connection Between Creativity and Qatar Airways

As an airline, Qatar Airways has to make sure that it can be as creative as possible so that it can come up with strategies that allow it to do things out the box, and eventually grow. If it has to make sure that it stands out from other airlines, then it has to make sure that it works hard to get what it wants.

Analysis and Discussion

SWOT ANALYSIS

The SWOT analysis is a descriptive tool that helps understand the strengths, weaknesses, opportunities and threats for a company, which is again very important to see how a company can further grow by leveraging what it has. Qatar Airways, a significant participant in the aviation sector, enjoys a strong position characterized by its strategic advantages, difficulties, possibilities, and dangers.

<p>Strengths</p> <p>Qatar Airways' excellent reputation is primarily due to the company's exceptional customer service, plush cabins, and state-of-the-art fleet. The airline's hub at Hamad International Airport expands its reach by strategically connecting global destinations. Additionally, its Oneworld alliance membership boosts its alliances, codeshares, and frequent flyer programs, encouraging consumer loyalty. Qatar's oil resources and forward-thinking leadership have boosted the airline financially, enabling steady expansion (Omarli).</p>	<p>Weakness</p> <p>Despite having a prestigious reputation, Qatar Airways has significant weaknesses. The airline works in a cutthroat sector where pricing wars and issues with cost-effectiveness are pervasive. Operational issues arise from ensuring consistent service quality over a continually growing network due to its quick expansion. Geographical position can occasionally result in longer flight paths and more expensive fuel.</p>
<p>Opportunities</p> <p>There are several methods for Qatar Airways to profit. The airline can anticipate increased travelers due to the 2018 FIFA World Cup in Qatar, allowing it to highlight its top-notch services. Its emphasis on environmental sustainability aligns with the rising demand for environmentally friendly travel options. Expanding codeshare agreements and exploring unexplored markets could help it reach a wider audience worldwide.</p>	<p>Threats</p> <p>Despite its advantages, Qatar Airways must navigate cautiously due to some risks. Global health crises, like the COVID-19 pandemic, economic downturns, and geopolitical unrest, can all significantly impact the aviation sector (Tunali). Both rates and profit margins are under pressure from fierce competition from legacy carriers and low-cost airlines. Regulation-related difficulties and shifting fuel costs continue to be issues.</p>

After reviewing all the above factors, it is safe to say that Qatar Airways' SWOT analysis highlights the company's significant position in the aviation industry, distinguished by excellent services, profitable alliances, and solid financial support. Even though the airline

deals with issues including competitiveness, operational scale, and outside disturbances, it is in an excellent position to take advantage of business opportunities brought on by world events and rising environmental awareness. Qatar Airways can negotiate the industry's intricacies and sustain its trajectory of excellence by capitalizing on its strengths and resolving its flaws. If the company tries to become more creative with the ways that it utilizes its strengths, then this can be great for the company in all ways. From the strengths of the company, it can be seen that the company has been able to form a very strong customer base over all, which is also what directly contributes toward a loyal customer base which is again highly crucial.

Qatar Airways Social Media Marketing

By adopting creative techniques that boost participation, highlight its great services, and encourage community among travelers, Qatar Airways has successfully utilized social media marketing to build a devoted client base (Fetais).

- **Engaging Content:** Across various social media platforms, such as Instagram, Facebook, Twitter, and LinkedIn, Qatar Airways routinely posts exciting and aesthetically pleasing content. They post enthralling images and videos of their plush cabins, flying adventures, and far-off locations. This information appeals to the desires of travelers and piques their interest in traveling with the airline (Loo).
- **Personalized Interactions:** The airline engages with its fans frequently to maintain a solid online presence. Customers feel personally connected to them because of their quick responses to questions, attention to issues, and conversational engagement. Qatar Airways humanizes its brand and fosters a sense of confidence and loyalty in its customers by providing real-time solutions and demonstrating genuine interest in them.
- **User-Generated Content:** Through hashtags and competitions, Qatar Airways invites travelers to post about their travels. The airline highlights various viewpoints by showcasing user-generated content on its official platforms and recognizes and rewards its loyal customers. This strategy fosters the development of a community of ardent travelers who value and appreciate one another.
- **Exclusive Deals:** The airline only announces limited-time deals, discounts, and promotions through its social media channels. This rewards devoted fans and encourages new buyers to interact with the company. Qatar Airways efficiently enhances its social media presence and promotes repeat business by capitalizing on the appeal of special offers. Through BTL techniques, exclusive deals can be promoted in a much better way, which will surely work better for the company.
- **Collaborations with Influencers:** Qatar Airways works with celebrities and travel influencers to produce exciting content that appeals to its followers. These collaborations increase the brand's exposure to the influencer's audience, sparking curiosity and bringing in possible new clients (Fedeli and Cheng). The authority and

scope of these influences help Qatar Airways establish itself as a high-end carrier. Some of the influencers include Deepika Padukone and Nasser Al-Khelaifi.

- **Behind-the-Scenes Insights:** The airline gives a behind-the-scenes look at how things work and who is responsible for it. To demystify the airline industry and present a more relatable picture to its audience, Qatar Airways shares behind-the-scenes footage such as cockpit views, cabin crew anecdotes, and aircraft maintenance (Spagnol).
- **Global Event Engagement:** Qatar Airways actively coordinates its social media initiatives with significant international events, including sporting competitions and festive occasions. By joining in on these **creativity** discussions, the airline demonstrates its interest in current events and takes advantage of the increased internet activity to reach a wider audience.

Creating interesting material, establishing interpersonal relationships, and utilizing user-generated content and influencer collaborations make up Qatar Airways' successful social media marketing strategy. By incorporating these tactics, the airline has successfully developed a base of devoted customers who experience a sense of value, engagement, and inspiration to continue traveling with Qatar Airways. From these tools used to answer the research question, it can be seen that social media marketing was one of the most important tools that helped understand how a loyal customer base can be formed.

Ansoff's Matrix

This is a growth matrix that helps analyze things in the best way.

- **Market Penetration:** Qatar Airways can attract more passengers by offering further competitive prices by being more **creative** and by also coming up with more loyalty programs. This way, the company can try and cater to the already exciting customers and try and add more value to what they are doing.
- **Market Development:** This company can try coming up with new routes and destinations so that it can tap into other markets as well and try and connect to new customers in one way or the other.
- **Product Development:** Introducing products like new cabin classes and in-flight entertainment options can help the company cater to customers by giving them something new that can allow them to do better.
- **Diversification:** Entering new industries, like ones that offer travel-related services, is also something the company can tap into, with the main motive being to grow (Oladimeji and Udosen).

Conclusion

From this research, it can be seen that Qatar Airways has been doing a very sound job by leveraging its strengths and trying to cater to the needs of the customers. However, it is imperative that the company tries to work hard to do something that works best for it. For this very reason, the company can try working toward finding out more about user experience and also increasing the marketing budget in a way that allows the company to go far and wide with this. On the whole it can be seen that the company has been able to form a loyal customer base to some extent, but with the recommendations given, it can further work toward having loyal people with them for the long run.

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