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MASSEY UNIVERSITY

**Exploring the Development Potential of Saudi Arabian
Airlines, the National Flag Carrier of Saudi Arabia**

A Thesis

By

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ABSTRACT

This thesis will examine the possible factors that could greatly influence the future development of the legacy carrier of Saudi Arabia: Saudi Arabian Airlines. Furthermore, this thesis delved into the feasibility of a new route from Jeddah to Auckland and how this route could impact the growth of Saudi Arabian Airlines.

The research questions were answered through the use of a mixed method approach. The research was carried out in two phases. The first phase involved environmental scanning through the process of strengths, weaknesses, opportunities and threats (SWOT) analysis, where the strengths and weaknesses of the internal environment of Saudi Arabian Airlines were appraised. It also examined the possible opportunities and threats of the external environment (i.e. the Middle East region), where Saudi Arabian Airlines is situated. The second phase involved a survey where the feasibility of a new route (i.e. Jeddah–Bali–Auckland) was examined and evaluated.

The results suggested that the exponential growth of the aviation industry in the Middle East can be capitalized by Saudi Arabian Airlines by using its recognized strengths and addressing the concerns that have emerged in this study. A possible strategy by which these concerns can be addressed is through establishing a new route that Saudi Arabian Airlines can take advantage of in the future to fulfil its ambitions of becoming one of the top airlines in the aviation industry. One specific route that the thesis examines is the Jeddah–Bali–Auckland route, where there is a substantial market which will yield an increased profit margin and therefore impact the growth of Saudi Arabian Airlines.

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