EMIRATES AIRLINES-AN EXPLORATORY STUDY

ARINDAM BANERJEE

ASSISTANT PROFESSOR
FINANCE AND ACCOUNTS,
S.P.JAIN SCHOOL OF GLOBAL MANAGEMENT, DUBAI

ABSTRACT

"There has never been an airline like this and there probably never will be again."

Maurice Flanagan,
CBE, Executive Vice Chairman,
Emirates Airline and Group

A sense of achievement, pride and joy filled Maurice Flanagan, as the Emirates Airbus A380 bearing the special flight code EK7380, piloted by Captain Abbas Shaban from the UAE majestically descended the Dubai tarmac. Emirates is built around its passenger airline service. From the outset, the company has focused on the long-haul market, exploiting Dubai's potential position as a hub between east and west. Emirates achieves its profitability by maintaining an efficient, high-utilisation, long-haul and low-cost operation. Although Emirates had not posted a loss since its second year of operations in 1987, maintaining the airline’s profitability while achieving planned growth targets represented a major challenge. Emirates plans to expand to meet the needs of the growing volumes of passenger traffic between east and west. There are new routes to establish and new markets to be explored. As the world's biggest customer for the A380, the aircraft's steady arrival in Dubai will ramp up capacity at the airline still further. Emirates will receive its first superjumbo this summer and with the delivery of its order of Boeing 777s, will double its fleet by 2012. The company currently has 243 aircraft on order, worth $60bn.

Keywords: Emirates Airlines, Exploration.