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# GLOBAL AIRLINE ALLIANCES

**FINAL YEAR PROJECT  
SUBMITTED BY:**

AWAB UL HAQ 14007001001

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**TO ADVISOR SIR NAWAZ GILL**

## Statement of submission



This is to state that we, Awab-ul-Haq (14007001020) and Hunain Sohail (14007001020) have completed our project on 22-2-2018. Our assigned topic was GLOBAL AIRLINE ALLIANCES which we have completed in group project. It is to certify that project is completed and submitted to our project adviser MR. Nawaz Gill at University of Management and Technology in following major which is BS. Aviation Management Batch 07

**DECLARATION:**

This is to confirm that the project 'GLOBAL AIRLINE ALLIANCES" completed by Awab ul haq and Hunain Sohail, students of University of Management and Technology, I.D: 14007001001 and 14007001020 respectively, is a mandatory requirement for the fulfillment of degree of Bachelors in Aviation Management, and they have completed according to the requirement prescribed by University and by Higher Education Commission.

Submitted to Supervisor: **Mr. Nawaz Gill**

Signature of Supervisor: \_\_\_\_\_

Dated: \_\_\_\_\_

### Advisors profile

Our advisor for the project is **Mr. Nawaz Gill**. Under his leadership we have accomplished this project in time. He has been our phenomenal help throughout this project who has assisted us, specified us advice, motivated us and has been our foundation of inspiration. We extend our wholehearted regards for his utter supervision which proved to be supportive and absolutely influenced us to focus on output of our project.

He is well known personality in aviation having employed in Pakistan civil aviation authority for more than thirty years. He has been given responsibility of various department and with his sheer hard work, sense of knowledge and command and experience he has been a visionary individual of PCAA.

Besides working for PCAA he is senior lecturer at University of management and technology. He is serving as mentor and coach for future students. He encourages lifelong learning with his creative and enthusiastic creative and bold thinking ability which helps the students.

## Acknowledgement

In the name of Allah, The most Merciful and The most Benevolent.

We would like to express our special thanks of gratitude to our teacher Mr. Nawaz Gill who gave us opportunity to do this wonderful project on Aviation Management

Our tireless work and effort has also been assisted by our advisor who has helped us in completion of our project. We have come to know about so many new things and learnt rather new submissions on aviation

Secondly, we would also like to thank our parents and friends who have helped us throughout our degree program and also motivated us to complete this project within the limited timeframe

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## Abstract

Literature on airline partnerships is growing, and has thus far mostly dealt with the price effects of airline consolidation. There is no clear consensus, though, whether the alliances on international markets do bring benefits to the member companies. (Kuzminykh) Therefore our project focuses on the evaluation of global airline alliances that how they can be fruitful for airline business and help in marketing of the product. The reason to research is to find how small scale and newly introduced airline can mold themselves into the alliances which should help them to stabilize their financial and operational capability.

### **Purpose of study:**

The purpose of this study is to analyze the formation of global airline alliances for both commercial and cargo businesses and how it can be accommodating for the airlines in future commercial aviation business.

### **Project goal:**

- To determine how Arline business can be expanded using the alliance model
- How airlines can get optimum utilization of their capacity through marketing and other factors
- To analyze its effects on commercial aviation and cargo aviation