

Yield Management Bei Fluggesellschaften - Martin Axt

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1 Einleitung 1.1 Problemstellung Ein Großteil der Fluggesellschaften ist mit fallenden Erträgen im operativen Geschäft konfrontiert. Vorhandene Überkapazitäten in einem generell gesättigten Marktumfeld verschärfen diese Lage zusätzlich. Des Weiteren sind viele Airlines durch ungünstige Kostenstrukturen und komplexe Produktions- u. Distributionsprozesse zusätzlich belastet (Sterzenbach/Conrady 2003, S. 1). Ein weiterer nicht zu vernachlässigender Faktor hinsichtlich des Wettbewerbs ist die zunehmende Zahl an no-frills Airlines, welche den schon bestehenden Wettbewerbsdruck innerhalb der Branche verstärken (Jarach 2004, S. 23). Betrachtet man diese Faktoren zusammengenommen, so lässt sich feststellen, dass die Luftverkehrsindustrie eine sehr wettbewerbsintensive Branche darstellt. Gerade diese Tatsache zwingt die Fluggesellschaften dazu, eine effiziente Ausnutzung der vorhandenen Sitzplatzkapazitäten zu erreichen. Das Instrument, welches in diesem Zusammenhang eingesetzt wird, heißt Yield-Management (YM).

1.2 Gang der Untersuchung Die vorliegende Arbeit setzt sich aus vier Teilen zusammen. Ausgangspunkt stellt der zweite Teil der Arbeit dar, in dem neben dem historischen Hintergrund (2.1) eine Definition des YM (2.2) und die Anwendungsvoraussetzungen (2.3) erläutert werden. Der dritte Teil der Arbeit konzentriert sich auf die Umsetzung des YM bei Fluggesellschaften. Hier werden die Komponenten des YM (3.1) und die angewandten Techniken (3.2) erläutert. Im vierten Teil wird ein Fazit gezogen und ein Ausblick auf zukünftige Entwicklungen des YM bei Fluggesellschaften gegeben. Author: Axt, Martin Publisher: GRIN Verlag Illustration: N Language: GER Title: Yield Management bei Fluggesellschaften Pages: 00022 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638372794 Category: Business & Economics : Marketing - General

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