

Die Wirtschaftliche Beurteilung Von Kooperationen Am Beispiel Des Luftverkehrs - Susanne Meyer

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In dieser Arbeit wird am Beispiel der Kooperationen zwischen Fluggesellschaften dargestellt, welche Parameter man zur Sicherung des wirtschaftlichen Erfolgs vor einer Kooperationsvereinbarung betrachten sollte und wie ihr Erfolg nach dem Zusammenschluss beurteilt wird. Kooperationen erfolgen zwischen Fluggesellschaften meistens in der Form von Code-Share Abkommen und Strategischen Allianzen. Ursache hierfür sind hauptsächlich rechtliche und politische Gründe, die Firmenübernahmen erschweren oder verhindern, sowie wirtschaftliche Gründe. Wie Kooperationen wirtschaftlich beurteilt werden, wird anhand von Bewertungsverfahren für die Zeit vor und nach dem Zusammenschluss dargestellt. Die wichtigsten Parameter zur Beurteilung eines potentiellen Kooperationspartners sind dabei das Streckennetz, die Slots und die branchenüblichen Kennzahlen PKT (Passenger kilometers transported), SKO (Seat kilometers offered), TKO (Tonne kilometers offered), TKT (Tonne kilometers transported), SLF (Sitzladefaktor) und NLF (Nutzladefaktor). Nach der Kooperationsvereinbarung kann der Erfolg mittels einer Netzergebnisrechnung analysiert werden. Die der Kooperation zuzuordnenden Kosten und Erlöse werden gegenübergestellt. Kurzfristige Anfangsverluste können auftreten, sind aber aus langfristigen strategischen Gründen akzeptabel, wenn mit steigendem Marktanteil die Verluste langfristig ausgeglichen werden. Diplomarbeit aus dem Jahr 2009 im Fachbereich Wirtschaft - Unternehmensforschung, Operations Research, Note: 1,3, DIPLOMA Fachhochschule Nordhessen, Abt. Bonn, 34 Quellen im Literaturverzeichnis. Author: Meyer, Susanne Publisher: GRIN Verlag Illustration: N Language: GER Title: Die wirtschaftliche Beurteilung von Kooperationen am Beispiel des Luftverkehrs Pages: 00073 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640363636 Category: Business & Economics : General

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