11/9/2004 - Day
**OPPTY'S**

- City of Buyers
- Leverage over Players
- Feeder Routes
- Int'l Routes

**THREATS**

- Economic EOS by Rivals
- Deregulation Position in EOS Cycle
- Terrorism
- High Capital (Exit)
- Low Swearing Costs
- Price Cuts (Strategic Moves)
- New Entrants (Jet Blue)
- Low/Decreased Profit Potential
- Fuel Costs
STRENGTHS
- Willingness to make a change
- Op Mgmt. Strengths
- Route System
- Market Share
- Teamwork
- Org. Culture
- Execs
- Partnerships/Alliances
- Cost cutting moves
- Using technology

WEAKNESSES
- Amt. of debt
- Non liquid assets
- Prod depth & breadth
O P P O T U N I T I E S

- INT'L MKRT.
- HIGH ENTRY BARRIERS

T H R E A T S

- TERRORISM
- CYCLICAL IMPACT & ECON
- HIGH EXIT COSTS
- POSITION IN IND. LIFE CYCLE
- TECHNOLOGY
- RIVAL'S EOS
- LOW SWITCHING COSTS
STRENGTHS

Culture
Alliances
Willingness to
Communication

Routes
TMT
Orbitz
Product AS
Cost SUC.

GO FORWARD PLAN

WEAKNESSES

Financial Resources
Prior Bankruptcy

Top 3 in baggage