

The impact of the expansion of Dubai International Airport and Emirates
On Airline Competition

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Abstract

The threats and impact from Dubai and the Emirates are real. However, a tight alignment of core competencies of the airport hub and maintenance of successful home airline are essential, urgent and important. Both the Civil Aviation Authority of Singapore (CAAS) and Singapore Airlines (SQ) have been consistent and coherent strategy of aligning its core competencies and organizational system to meet the demands of the competitive marketplace. Culture of constantly adapting to changing market conditions and innovate has enabled both to emerge stronger from each crisis it has encountered over the years. Ability to tightly align all its resources to the needs of the market, while, at the same time, deliver on the promise of the brand name.

CAAS will continue to focus on developing strong domestic and regional market that can command a certain level of air services; geographical location; absence of ground and air capacity constraints; a high standard of service; develop a holistic integrated one stop aerospace industry; enhanced connectivity and strategic pricing and liberal air environment where changing airline alliances will redirect traffic flows between airport hubs. Like any business SQ will streamline to focus on its core competencies and business; enhancing service quality through CRM: matching service quality and brand promise; new markets, bundling and strategic pricing; effective employment of technology and divestment. Very few companies around the world can combine service quality, cost efficiency, and productivity.