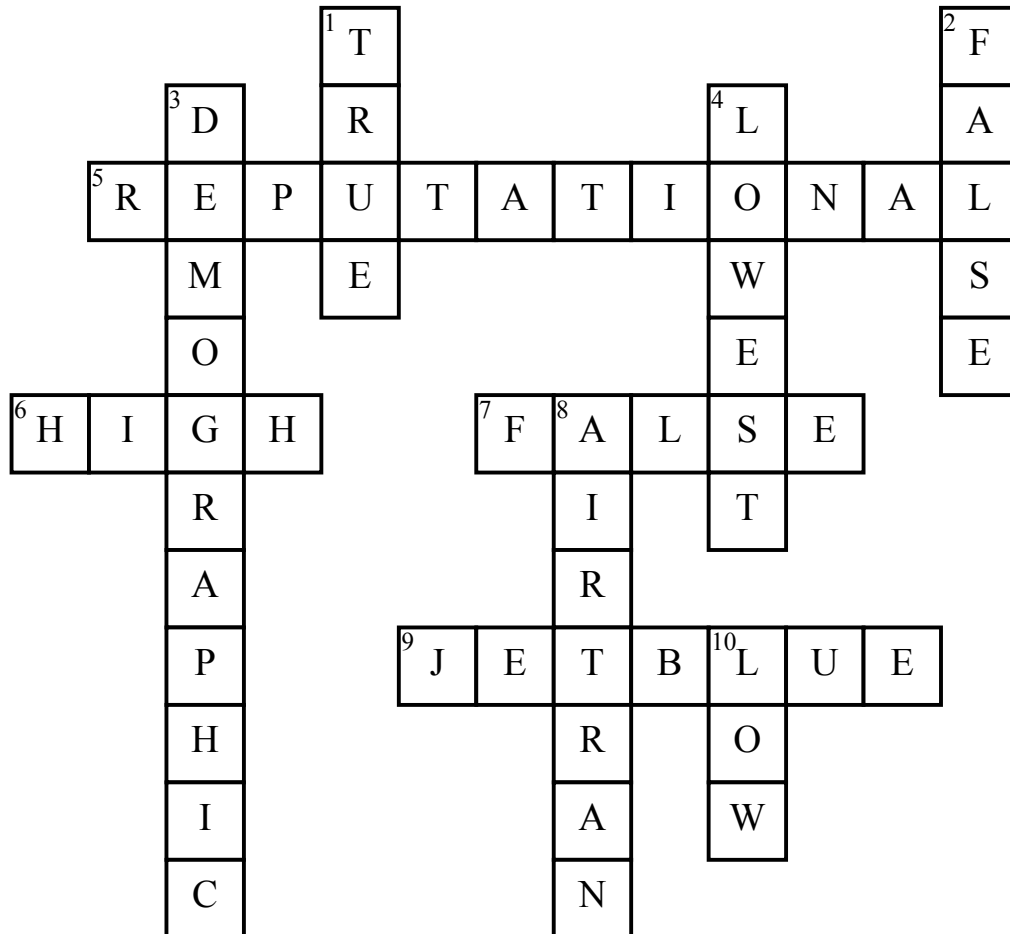


# Southwest Airlines Case Analysis



## Across

5. Southwest being known for having competitive prices along with exceptional customer service is considered what segment of the internal environment?
6. Barriers to the airline industry are considered \_\_\_\_\_?
7. Most airlines that have tried to imitate Southwest have succeeded.
9. What airline is considered Southwest's biggest competitor from the competitor analysis?

## Down

1. True/False: Southwest originally only flew to Houston, Dallas, and San Antonio to avoid federal regulations.

2. True/False: Southwest's first flight was on June 18th, 1951.
3. Southwest serving those with enough disposable income to travel for leisure and professional convenience is considered what segment of the general environment?
4. Out of the major U.S airlines Southwest consistently has the \_\_\_\_\_ net debt, and one of the highest operating margins
8. What was the big airway that Southwest acquired in 2010 for \$1.4 billion?
10. Southwest's threat of substitutes are considered \_\_\_\_\_?