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Review Case Study Dogfight over Europe : RyanAir 1. Overview of RyanAir RyanAir was founded in 1985 by Tony Ryan who former has been worked in Aer Lingus. It established to provide schedule passanger airline services between Ireland and UK as an alternative flight to the state monopoly carrier, Aer Lingus.

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Weaknesses of Launch Strategy Strengths of Launch Strategy Low-cost business model (airport charges, no-frills, low maintenance aircraft) Target market and customer segmentation Secondary unconventional airports Short-term thinking Realism and sustainability Confliction and

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Case Summary of Dogfight over Europe : Ryanair • Following WWI, airline companies were owned and subsidized by European governments. These airlines offered very limited intra-country service, mostly to the capital, and instated high prices to subsidize international service.

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Rivkin, Jan W. "Dogfight over Europe: Ryanair (A)." Harvard Business School Case 700-115, June 2000. (Revised November 2007.)

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Dogfight over Europe RyanAir B / C (individual graded) 1. What went wrong? Why did Ryanair move from a successful launch to near bankruptcy? One of the biggest reasons for Ryanair's downfall was that it tried to position itself as a low fare airline along with having first-rate services.

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