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[In the 21st century, the aviation industry has kept growing in popularity and demand. Apart from a fast growing world economy, there are several forces that have affected its growth. It is a lucrative industry. However, several forces decide the level of competition and competitiveness in the industry. Porter's five forces model is a unique tool that helps understand the level of competition in the industry and how attractive an industry and market.](#)

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[The aerospace industry includes organizations that are involved in the designing and production of aircrafts. The following section elaborates the competitive landscape of the aerospace industry using porter's five forces model. Threat of New Entrants](#) [The threat of new entrants is low in the aerospace industry. The rationale behind this inference is that this industry \[...\]](#)

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[This model shows the five forces that shape industry competition; threat of new entrants, bargaining power of buyers, threat of substitutes, bargaining power of suppliers, and competitors. In order...](#)

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[Micheal Porter projected five forces model in capacity to analyze competitive strategy of the management in any industry. These forces hold an exigent spectrum of importance in the airline industry because of enormous market saturation. The concentration of airline service providers in the market are more than the actual needed demand.](#)

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[Competitors. The Five Forces is a framework for understanding the competitive forces at work in an industry, and which drive the way economic value is divided among industry actors. First described by Michael Porter in his classic 1979 Harvard Business Review article, Porter's insights started a revolution in the strategy field and continue to shape business practice and academic thinking today.](#)

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[Porter's five forces](#) Airline industry is an industry that provides a unique service to the customer, which is there, is no other industry or substitute that can beat with the airline industry efficiency.

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[Porter Five Forces](#) is a holistic strategy framework that took strategic decision away from just analyzing the present competition. Porter Five Forces focuses on - how American Airlines Group Inc. can build a sustainable competitive advantage in Major Airlines industry.

[American Airlines Group Inc. Porter Five \(5\) Forces ...](#)

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[Porter's Five Forces](#) is a business management tool that allows firms to possess a clearer perception of the forces that shape the competitive environment of an industry, and to better understand what these forces indicate about profitability with regard to the microenvironment.

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[The airline industry is very competitive and Michael Porter's five-forces model can be used to analyse the intensity of the competition and the profitability of this industry. Porter's five forces model is a business unit strategy tool which is used to make an analysis of the value of an industry structure \(Hubbard, 2004, pg 35\).](#)

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[Figure 2: Porter's Five Forces Factors. Full list of Porter's Five Forces factors: Threat of new entrants. Economies of scale; Product differentiation; Brand identity/loyalty; Access to distribution channels; Capital requirements; Access to latest technology; Access to necessary inputs; Absolute cost advantages; Experience and learning effects; Government policies](#)

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