**Air Transportation Industry (NAICS 481) Delta Air Lines**

**Introduction**

The introduction should set the stage for your paper.  In this section, you should talk about the selected industry and

the role it plays in the global marketplace.  What is the target market of the industry and is the market considered to be in the introduction, growth, maturity, or decline phase?  What company have you selected to emphasize the significance of the industry and its performance?

**External Analysis**

The goal of the external analysis is to perform an objective assessment of the changing global environment in which companies must operate.  Consider the external analysis as an early warning system of potential opportunities and threats within a given industry with the ability to affect the sustainability of a corporation.

Leveraging PESTEL (Political, Economic, Social, Technological, Environmental, and Legal) or STEEP (Social, Technological, Economic, Environmental, and Political) conduct an external analysis of the primary industry where organizations/corporations who would benefit from your strategies would reside.  Your assessment should identify and discuss the opportunities and threats and provide details to justify each.

**Internal Analysis**

The goal of the internal analysis is to perform an honest assessment of the organization's competency, cost position, and competitive viability in the global marketplace.  Consider the internal analysis as an early warning system of potential strengths and weaknesses within a given organization.  If not properly addressed, these elements can erode the sustainability and ultimately lead to the demise of the organization.

At the industry level, you must first identify the financial ratios that are most important to evaluate.  What is the industry-average performance for each financial ratio?  What is the state of the industry?  What are the deficits and what are the advantages the industry has today and potentially in the future?

For the second part of the analysis, you will select a company that falls within the industry you are evaluating.  With the financial ratios you previously identified for the industry, identify the ratio performance of the selected company and compare them to the industry ratio performance.  Is the company performing above or below the industry average?  What do the financial ratios tell you about the organization's sustainability?

**Feasibility Analysis**

Now that you have completed the external and internal analysis the next step is to turn problems into opportunities and capitalize on those opportunities.  Successful organizations can turn problems into opportunities and eventually into strengths that lead to sustainable competitive advantage.

First talk about the problems as you have identified them through your analysis.  Then take those problems and talk specifically about the opportunity that exists with each.  Because no company has unlimited resources, you must select one to move forward with that you believe presents the greatest opportunity for sustainable competitive advantage.

**Implementation Plan**

Now that you have identified a solution the next step is to develop an implementation plan.  Describe in detail how a company within the industry of focus should go about implementing your solution.  In other words, develop a blueprint that can be followed with the appropriate key performance indicators to ensure success.  What are the series of actions?  Who should be responsible for completing tasks?  Who should monitor the success of completed tasks and actions?  What should be the timeline and how can they ensure they remain on schedule?