Southwest Airlines is committed to offer the greatest quality in customer service that is continuously being provided with a high feeling of affection, kindliness, pride, and determination. After almost four decades in service, it is the leading US carrier with a low fare. It persists to distinguish itself from the other airlines. It has attained low cost due to its careful selection of routes. Let us perform Southwest Airlines SWOT analysis to determine its success story.

**Strengths**

- Fleet standardization caused it to be among one of the best carrier with low fares

- Flexible in bargaining variable operational periods of working

- Maximizes employment of Internet for reservation

- Excellent workforce relations

- Excellent service

- Has achieved rapid growth since its initiation

- Presents credit on the trips instead of total distance tour

- Thoroughly deliberate each candidate, to select the best that is capable to provide excellent performance
• Offers lucrative cost deals with minimum add-ons, and outstanding customer service.

• Admirable relations with workforce that leads to higher sales

• Has Boeing fleet that has minimized maintenance expenses

**Weaknesses**

• Traditional development strategy

• Being easily duplicated by other airlines

• Restricted to a few cities

• Manages mostly its own reservation service

• Cargo carrying space is inadequate

• Relies on only one airplane manufacturer

• Less number of supervisory staff may cause ill discipline

**Opportunities**

• Extension of flights to other locations
A Pragmatic Southwest Airlines SWOT analysis

• Start of global and other flights

• Develop customer contentment further

• Apply modern industry techniques for development

• Potential for research in marketing

• Increased advertisement by Internet

**Threats**

• Reduction in air travel due to recession

• Increase in oil price

• Assaults by terrorists, due to which people are inclined to adopt other means of transportation

• Development of online reservation structure by competitors

• State rules that increase the operating costs

• Increase in operating expenditures due to rise in security expenditures
The Southwest Airlines SWOT analysis has explained the reasons for success of the airline, and potential for further improvement.