

Management in Practice

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Economic Analysis

PESTLE and SWOT challenges will be discussed.



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Performance Management

A variety of theories will discuss the importance of performance management



02

Financial Analysis

A overall discussion on the results of Key Performance Indicators

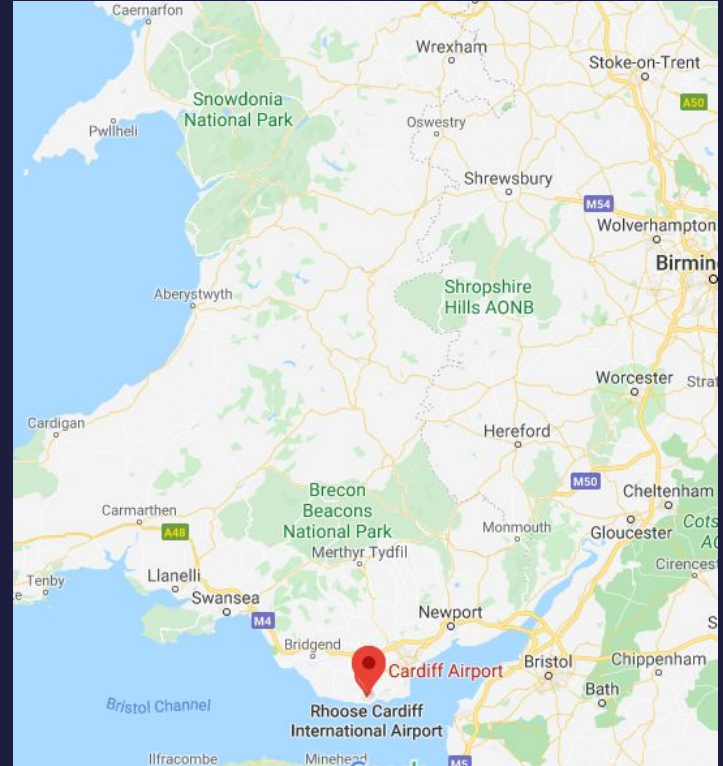
04

Conclusion and Recommendations

An overall conclusion on management in practice and recommendations will be included.

Introduction

- The only International Airport in Wales
- Located in the Vale of Glamorgan
- Provides nine hundred connecting flights from Dublin and Doha
- The airport sees just over 1 million passengers a year
(Cardiff Airport, 2020)
- The Welsh Government purchased the airport in order to develop and improve investment.
(Senedd Research, 2020)



PESTLE Analysis of Cardiff Airport

Political

BREXIT
(ABTA, 2020)

Economical

Air Passenger Duty
(Rees, 2019)

Social

Lack of priority for
other religions
(Cardiff Airport, 2020)

Technological

Artificial Intelligence
(Lyasoff, 2018)

Legal

Lack of Support from
UK Government
(Williams, 2019)

Environmental

Noise pollution, gas
emissions and carbon
monoxide from aircrafts
(Kurniawan, 2011)

SWOT Analysis of Cardiff Airport



Financial Analysis of Cardiff Airport

Overall Analysis on Key Performance Indicators

- Key Performance Indicators are an important method that can successfully navigate if a company is on the right track. (Marr, 2013)
- Key Performance Indicators are calculated into ratios (Walsh, 2008)

Overall, the results of the key performance indicators reflect that Cardiff Airport has a potential and has been taking advantage of a variety of opportunities like new routes with Ryanair and the Qatar route to Doha. However, some of the Key Performance indicators suggest that Cardiff Airport will struggle without support from the Welsh Government. Which shows that the airport is not entirely reliable.

Performance Management

- Research suggests that most organisations use the method of performance management for the purpose to implement the business strategy (Heras, 1995).
- Aguinis 2009 has stated that benefits of Performance Management include increase of motivation, self esteem within the workplace is apparent, business goals are more achievable. It is also important to reward employees with incentives and a good work life balance.
- Employee engagement may differ from a diverse of companies. However the overall goal is to achieve job satisfaction and employee loyalty to the organisation. (Gruman, 2011)

Recruitment and Selection at Cardiff Airport

01 Recruitment

Applicants for Cardiff Airport must be

- Motivated and dynamic
- Maintain high levels of integrity and trust,
- Have the ability to work under pressure
- Need to be professional and confident whilst achieving outcomes.

02 Selection

- Potential employees must have good awareness.
- The airport does not want risks that may affect a variety of people.
- Employees must show excellence in behaviour.
- Senior Management has the responsibility to ensure that adequate resources are available.

Conclusion and Recommendations

Overall, Cardiff Airport has potential as the only international airport in Wales. However the lack of evidence on performance management may suggest that could be the purpose Cardiff Airport is not performing to its potential.

Using the SMART Method, The Specific Recommendation is for the airport to use external and internal environment more effectively. Especially for performance management.

This can be measured by PESTLE and SWOT. Most businesses use this method so it is reliable and achievable. External environment needs to constantly be examined however performance management should be reviewed every three months.



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Thank
you for
listening

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