

Content

Abstract	i
Abstract-Chinese	ii
Acknowledgement	iii
Chapter 1 Introduction	1
Chapter 2 Literature Review	2
2.1 Related theory of independent variables	2
2.2 Related theory of dependent variables	4
2.3 Research hypothesis	5
Chapter 3 Research Methods	7
3.1 Research Design	7
3.2 Research Instruments	7
3.3 Data collection methods	7
3.4 Data Analysis Methods	7
Chapter 4 Internal and External Environment Analysis of Air China	8
4.1 Air China Profile	8
4.2 Air China's External Environment Analysis	12
4.3 Internal Conditions Analysis of Air China	19
Chapter 5 The formulation of the development strategy of Air China	23
5.1 Strategic Objectives of Air China	23
5.2 Company development goals	23
5.3 Air China Development Strategy Analysis	27
Chapter 6 The implementation of the development strategy of Air China	39
6.1 Financial Security	39
6.2 Customer Protection	39
6.3 Internal Process Assurance	40
6.4 Learning and Development Assurance	42
6.5 Conclusion	43
Reference	45