

**Case Study – United Airlines**  
***Using Global Segmentation to Grow a Business***

1. Click on the link below to navigate to the case study online.  
<http://businesscasestudies.co.uk/united-airlines/using-global-segmentation-to-grow-a-business/#axzz3m3EIXHXq>
2. Read the case study (do not print it).
3. Answer the questions below related to the case study:
  1. Summarize the case study.
  2. How did United Airlines segment their business? Why do you think they segmented in this manner?
  3. Is there another way United Airlines could have segmented their business? Explain and provide the alternative segmentation.
  4. Research one other airline company, what method of segmentation do they use in comparison to United Airlines.
  5. Which of the nine motivational segment profiles do you think is most important to United Airlines from a business perspective? Explain your reasoning.