

Company Brief: Southwest Airlines Co.

FACT SHEET

Founded:

1971
Dallas, Texas

Headquarters:

2702 Love Field Drive
Dallas, Texas 75235
Telephone: 214-792-4000

Core business:

Airline services

Principal stock exchange:

NYSE

Trading symbol:

LUV

Independent auditors:

Ernst & Young LLP

TEAM ASSIGNMENT

1. Research the company and present your findings to the class. Include a discussion of financial information, products and services, and business strategies.
2. As a group, answer the following questions:
 - a. What did you learn about this company as a result of your research?
 - b. Would you recommend investing in this company? Why or why not?
 - c. If you were a manager for this company, would you implement any changes? If you answered "Yes," describe the changes that you would implement and the reasons for the changes. If you answered "No," provide reasons for your answer.