

Air Asia: Penetrating into the South African Airline Industry

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Reviews

The publication is great and fantastic. It really is simplistic but surprises within the 50 % from the publication. Your daily life span will be change when you comprehensive reading this article book. (Althea Aufderhar)

AIR ASIA: PENETRATING INTO THE SOUTH AFRICAN AIRLINE INDUSTRY



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GRIN Verlag. Paperback. Condition: New. This item is printed on demand. 64 pages. Scholarly Research Paper from the year 2009 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: High Distinction, Monash University Malaysia, Sunway Campus, course: Strategic Management, language: English, abstract: Air Asia is a low-cost carrier based in Kuala, Lumpur Malaysia which flies to over 66 successfully penetrated destinations in 18 countries worldwide. Nevertheless, this innovative organisation continuously seeks new potential markets for its investment. However, not all countries are an attractive prospect for a new investment. This book presents an analysis on the attractiveness of the South African airline industry along with Air Asias current internal states and strategies in an attempt to rationalise the viability of an investment decision into the state. The data collected entails from secondary sources ranging from academic journal articles, organisational websites and reports, online newspapers, to various databases. The main findings includes a favourable yet challenging immediate and macroeconomic environment conditions in South Africa, supporting internal strengths that were aligned with most key success factors for the investment plan taking into account certain drawbacks identified, and a well-positioned business-level and corporatelevel strategy to take on a new investment in the state. It is concluded that the South African airline industry is a viable market in which Air Asia is able to weather those obstacles and achieve great success. Nonetheless, Air Asia is recommended to play safe and currently penetrate the industry on a smaller scale before operating in a larger scale. This item ships from La Vergne,TN. Paperback.

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