



Marketing differences between traditional airlines and low-cost airlines in Europe

By Nils Kernchen

Download now

Read Online 

Marketing differences between traditional airlines and low-cost airlines in Europe By Nils Kernchen

Master's Thesis from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A-, ESG Management School, Paris, 33 entries in the bibliography, language: English, abstract: European Media is writing daily articles about the situation of the European airline business. The European airline market is, at the moment, with all the important changes and actual turbulences, the most dynamic industry sector. Some of these changes are: The creation of new low-cost airlines in Europe, like Germanwings (Germany), Volareweb (Italy), and Sky Europe (Slovakia); The disappearance and bankruptcy of airlines, such as V-Bird (Netherlands) and Swissair; Air France merges with KLM to become the world's biggest airline group; A significant increase of purchases of airplanes by Arabic airlines. This thesis focuses on the low-cost airlines, which arrived in Europe during the last 10 years and changed micro and macro environment of the airline business. Low-cost airlines like Ryanair and EasyJet make big profits while Alitalia, British Airways, Air France, and Lufthansa are having enormous problems. The general opinion is that low-cost airlines are successful because of its lower cost in production, and therefore of its lower price they can offer to the customers. The thesis will show that the cost factor is not the only reason for the success of low-cost airlines: "Being cheap is not enough" The objective of the thesis is to find other reasons which explain the success of low-cost airlines by analysing the marketing development of European low-cost airlines with its strategies, positioning, customer satisfaction etc. Of special interest: The question how the low-cost trend changes the marketing and the behaviour of the traditional airlines and how do the customers react. As reaction to this trend the traditional airlines are reducing at the moment costs in salary, distribution, maintenance etc. to survive. Th

 [Download Marketing differences between traditional airlines ...pdf](#)

 [Read Online Marketing differences between traditional airlin ...pdf](#)

Marketing differences between traditional airlines and low-cost airlines in Europe

By Nils Kernchen

Marketing differences between traditional airlines and low-cost airlines in Europe By Nils Kernchen

Master's Thesis from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A-, ESG Management School, Paris, 33 entries in the bibliography, language: English, abstract: European Media is writing daily articles about the situation of the European airline business. The European airline market is, at the moment, with all the important changes and actual turbulences, the most dynamic industry sector. Some of these changes are: The creation of new low-cost airlines in Europe, like Germanwings (Germany), Volareweb (Italy), and Sky Europe (Slovakia); The disappearance and bankruptcy of airlines, such as V-Bird (Netherlands) and Swissair; Air France merges with KLM to become the worlds biggest airline group; A significant increase of purchases of airplanes by Arabic airlines. This thesis focuses on the low-cost airlines, which arrived in Europe during the last 10 years and changed micro and macro environment of the airline business. Low-cost airlines like Ryanair and EasyJet make big profits while Alitalia, British Airways, Air France, and Lufthansa are having enormous problems. The general opinion is that low-cost airlines are successful because of its lower cost in production, and therefore of its lower price they can offer to the customers. The thesis will show that the cost factor is not the only reason for the success of low-cost airlines: "Being cheap is not enough" The objective of the thesis is to find other reasons which explain the success of low-cost airlines by analysing the marketing development of European low-cost airlines with its strategies, positioning, customer satisfaction etc. Of special interest: The question how the low-cost trend changes the marketing and the behaviour of the traditional airlines and how do the customers react. As reaction to this trend the traditional airlines are reducing at the moment costs in salary, distribution, maintenance etc. to survive. Th

Marketing differences between traditional airlines and low-cost airlines in Europe By Nils Kernchen Bibliography

- Rank: #6651751 in Books
- Brand: Kernchen Nils
- Published on: 2007-08-09
- Original language: English
- Number of items: 1
- Dimensions: 8.27" h x .15" w x 5.83" l, .21 pounds
- Binding: Paperback
- 64 pages

 [Download Marketing differences between traditional airlines ...pdf](#)

 [Read Online Marketing differences between traditional airlin ...pdf](#)

Download and Read Free Online Marketing differences between traditional airlines and low-cost airlines in Europe By Nils Kernchen

Editorial Review

Users Review

From reader reviews:

Margaret Stanley:

Have you spare time to get a day? What do you do when you have a lot more or little spare time? Yep, you can choose the suitable activity for spend your time. Any person spent all their spare time to take a walk, shopping, or went to the actual Mall. How about open or maybe read a book entitled Marketing differences between traditional airlines and low-cost airlines in Europe? Maybe it is to get best activity for you. You understand beside you can spend your time along with your favorite's book, you can wiser than before. Do you agree with their opinion or you have other opinion?

Shay Price:

The book Marketing differences between traditional airlines and low-cost airlines in Europe has a lot associated with on it. So when you check out this book you can get a lot of profit. The book was compiled by the very famous author. This articles author makes some research previous to write this book. This kind of book very easy to read you will get the point easily after perusing this book.

Paula Mayo:

Do you one of the book lovers? If yes, do you ever feeling doubt while you are in the book store? Try to pick one book that you never know the inside because don't determine book by its include may doesn't work at this point is difficult job because you are frightened that the inside maybe not seeing that fantastic as in the outside look likes. Maybe you answer can be Marketing differences between traditional airlines and low-cost airlines in Europe why because the amazing cover that make you consider regarding the content will not disappoint you actually. The inside or content is definitely fantastic as the outside or perhaps cover. Your reading sixth sense will directly assist you to pick up this book.

Anthony Rouse:

A number of people said that they feel uninterested when they reading a book. They are directly felt the idea when they get a half elements of the book. You can choose the book Marketing differences between traditional airlines and low-cost airlines in Europe to make your own personal reading is interesting. Your current skill of reading expertise is developing when you including reading. Try to choose basic book to make you enjoy to study it and mingle the opinion about book and reading especially. It is to be first opinion for you to like to available a book and study it. Beside that the reserve Marketing differences between traditional airlines and low-cost airlines in Europe can to be a newly purchased friend when you're truly feel

alone and confuse with what must you're doing of these time.

Download and Read Online Marketing differences between traditional airlines and low-cost airlines in Europe By Nils Kernchen #JDK3V48QUNX

Read Marketing differences between traditional airlines and low-cost airlines in Europe By Nils Kernchen for online ebook

Marketing differences between traditional airlines and low-cost airlines in Europe By Nils Kernchen Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Marketing differences between traditional airlines and low-cost airlines in Europe By Nils Kernchen books to read online.

Online Marketing differences between traditional airlines and low-cost airlines in Europe By Nils Kernchen ebook PDF download

Marketing differences between traditional airlines and low-cost airlines in Europe By Nils Kernchen Doc

Marketing differences between traditional airlines and low-cost airlines in Europe By Nils Kernchen MobiPocket

Marketing differences between traditional airlines and low-cost airlines in Europe By Nils Kernchen EPub

JDK3V48QUNX: Marketing differences between traditional airlines and low-cost airlines in Europe By Nils Kernchen