



Marketing Plan for Virgin Blue 2

By Hakime Isik-Vanelli

GRIN Verlag Apr 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: High Distinction, Bond University Australia, language: English, abstract: This marketing plan is prepared for Virgin Blue with the sole aim to increase their profit. A brief history of the company describes their quick success in the aviation industry. Followed by, the current market situation and the appropriate PEST Analysis. The SWOT and Issue Analysis are showing the two main Australian domestic market companies such as Qantas' and Virgin Blue's major facts in detail. Afterwards the contents of the Marketing and Financial Objectives of Virgin Blue will highlight the key issues. The Marketing Strategy along with recommended Action Programmes will outline how to introduce and to begin with the Project. The explanatory statement of the project shows that this project can start as soon as desired. The last section is 'Controls,' it shows how the project can be controlled. 32 pp. Englisch.

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